MARCH 19, 1956

35c PER COPY

BROADCASTING TELECASTING

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25TH year

60 seconds is all it takes...

After years of experimentation, Alexander Graham Bell proved in a matter of seconds that it was possible to transmit a human voice through a thin electric wire . . . the telephone became a reality.

Today, to successfully voice the merits of your product, to move merchandise most anywhere, 60 seconds is all it takes on Spot Radio.

It costs *less* to reach more of your potential customers . . . whoever they are . . . wherever they might be . . . at the precise time and place of your choice.

60 Seconds—or *less* is all it takes to sell them with the right, bright buy—Spot Radio.

WSB	Atlanta	NBC
WFAA*	Dallas, Ft. Worth	NBC, ABC
WIKK	Erie	NBC
KPRC*	Houston	NBC
WJIM	Lansing	NBC, ABC
KARK	Little Rock	NBC
KABC	Los Angeles	ABC
WISN	Milwaukee	ABC
KSTP	Minneapolis, St. Paul	NBC
WABC	New York	ABC
WTAR	Norfolk	CBS
WIP	Philadelphia	MBS
WRNL	Richmond	ABC
KCRA	Sacramento	NBC
WOAI*	San Antonio	NBC
KFMB	San Diego	CBS
KGO	San Francisco	ABC
KMA	Shenandoah (Iowa)	ABC
KTBS	Shreveport	NBC
KVOO	Tulsa	NBC
ABC	Pacific Radio Regional Network	

*Also represented as key stations of the TEXAS QUALITY NETWORK

Represented by

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

Jan Voss, hostess on Sioux City's KVTV "Open House"—Monday thru Friday, 1:00 to 1:30 p.m.

This is a picture of the Midwest's leading TV saleswoman at work

Proof

These typical results for KVTV "Open House" advertisers.

590 requests from 1 announcement

An offer of a free crystal butter dish for Roberts Dairy brought 590 phone calls and mail requests from only one announcement.

250% sales increase

On two quarter hour programs a week, Jan Voss convinces homemakers that "It's Fun to Sew." The sponsor, Fabric Center of Sioux City, says 1955 sales of Necchi sewing machines were 250% better than 1954.

Inquiry cost, only 11.39¢

Jan asked her loyal viewers to send 50¢ and a Gloss-tex label for a handy garment bag. Results by the bagfull brought cost per inquiry down to 11.39¢. (Average across the nation, 32.06¢.)

Toni gets response from 52 cities

For the Toni Company Jan offered a booklet entitled "Beauty on a Budget." Just one announcement brought 136 requests from 52 cities in three states.

400% sales increase

The L'Trio Dressing Co. bought one-minute participations on "Open House." During the first month of the campaign, L'Trio sales were up 400% over the same month a year previous.

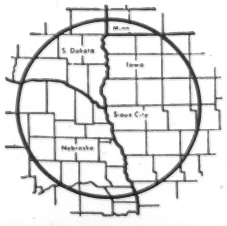
So who doesn't have a success story to tell? Sure, any station can point with pride to productive promotions. But exceptional successes are the rule—*every day*—on KVTV's "Open House." Why not put the Midwest's leading TV saleswoman to work selling your product in the rich Sioux City market? Your Katz man can tell you about availabilities.

CBS • ABC

KVTV Channel 9

SIOUX CITY, IOWA

A Cowles Station. Under the same management as WNAX-570, Yankton, South Dakota. Don D. Sullivan, Advertising Director.



The Sioux City Market, where 204,500 families watch TV.

TERRE HAUTE IS NOT COVERED BY OUTSIDE TV!

FOR YOUR INDIANAPOLIS SALES AREA

NBC CBS TELEVISION ABC

108,000 *unduplicated* CBS-TV homes

WTHI-TV channel 10

TERRE HAUTE, INDIANA

REPRESENTED NATIONALLY BY THE BOLLING, CO., NEW YORK — CHICAGO

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

pioneering

for an even

better

tomorrow

WGAL-TV

Lancaster, Penna.

NBC and CBS

On March 18, 1949, pioneering WGAL-TV telecast its first programs . . . thereby making it possible for those in its viewing area to enjoy television for the first time. During the seven eventful years which have followed, WGAL-TV has continued its pioneering . . . constantly improving its service and its programming . . . conscientiously filling the role of public servant for the many communities in the Channel 8 Multi-City Market. WGAL-TV enters its eighth year with a determination to continue pioneering . . . firmly resolved to give the best television service possible to its viewers and the many communities in which they live.

STEINMAN STATION
Clair McCollough, Pres.

Representatives MEEKER TV, Inc. · *New York · Chicago · Los Angeles · San Francisco*

closed circuit

WHITNEY BUYING KGUL-TV? Conversations looking toward acquisition of ch. 11 KGUL-TV Galveston-Houston by J. H. Whitney & Co. for $4 million plus, reportedly are in final stages with agreement likely this week. Paul E. Taft, president and general manager of CBS outlet and 40.5% owner, would continue as directing head (and presumably would re-acquire 10% in new company). Whitney Co., headed by John Hay (Jock) Whitney, brother-in-law of CBS board chairman William S. Paley, owns ch. 6 KOTV (TV) Tulsa, also CBS affiliated, and has investments in community antenna operations. KGUL-TV began operation in 1953 and includes among its minority owners James Stewart, film star.

B•T

DEGREE to which President Eisenhower is sold on radio as medium to reach people everywhere evident in his comments to recent callers. Radio conveys to people who cannot read or write full meaning of democracy, he told one recent visitor. And he backed that up tangibly last week by asking GOP leadership in Congress to put steam behind his request for $47 million increase in funds for USIA, primarily to expand "Voice of America" operations.

B•T

CAN IT BE COINCIDENCE? Washington observers are speculating whether there is connection between Federal Trade Commissioner Lowell Mason's headline-grabbing speech against radio-tv commercials last week (story, page 28) and fact his present term on FTC expires in short five months. Like FCC members, FTC commissioners serve seven-year terms. Mr. Mason's expires Sept. 25 this year. He already has accepted two more speaking engagements for April and May.

B•T

DAVID J. MAHONEY, president and treasurer of New York and Hollywood agency bearing his name, is resigning to become president of Good Humor Corp. (ice-cream), Brooklyn, N. Y., one of his clients. Agency itself will probably merge with another shortly.

B•T

CLOSETED ON COMMISSIONS • Because of importance and delicacy of agency compensation problem growing out of AAAA consent decree, Assn. of National Advertisers, at its Spring Meeting in Hot Springs, Va., last week held two closed sessions on subject—one scheduled, other impromptu—at request of members. Effort, said ANA President Paul West, is to "try to let in as much light and avoid as much heat as possible" (story, page 31; editorial, page 112).

B•T

WHILE it wasn't openly expressed, feeling prevailed at Assn. of National Advertisers convention that Dept. of Justice-American Assn. of Advertising Agencies decree may slow down tendency of big agencies to get bigger and small ones smaller. Reasoning was that if conventional 15% commission gradually gives way to individually negotiated fees based on agency services rendered, small agencies will be in better position than they are now to bid for and retain accounts.

B•T

AGITATION AD HOC • All is not serene on *ad hoc* engineering committee named by Senate Commerce Committee last June to evolve tv allocations. Dr. Edward L. Bowles, MIT professor of electrical engineering and chairman, reportedly favors project involving both engineering and economics to be undertaken by top rated university (presumably MIT) with special fund of $150,000-$200,000. Other members, however, are represented as feeling this would conflict with Senate Committee hearings as well as possibly cut across FCC's own special network study for which it had received $80,000 last year, with additional $141,000 earmarked for this year. Sidney S. Alexander, former CBS Inc. economic advisor, on July 1 joins MIT School of Industrial Management.

B•T

ANOTHER try being made to get Treasury and Congress to agree on elimination of 10% excise tax on tv, this time on all-band color receivers. Chairman Magnuson (D-Wash.) of Senate Commerce Committee last week reportedly obtained signatures of practically all members of his committee on petition to Treasury Secretary George M. Humphrey advocating removal of excise tax to encourage new color tv industry. This came after testimony of H. Leslie Hoffman, president of RETMA, and of Elmer W. Engstrom, RCA senior executive vice president, endorsing tax removal.

B•T

IGNORANCE NO DEFENSE • Word from New Hampshire politicians is that not all radio stations have caught up with changes made four years ago in political broadcasting laws. Before New Hampshire primary last week, some stations reportedly tried to charge premium rates for paid political broadcasts. As amended in 1952, law stipulates that candidates must be given same rates as commercial advertisers.

B•T

JOHN KUCERA, vice president in charge of media, Biow Co., New York, expected to resign in mid-April to join Ted Bates & Co., New York, in executive capacity. Mr. Kucera's departure from Biow Co. is in addition to three timebuyers—Sol Israel, Madeline Morrison and Isabel V. Ziegler —who joined N. W. Ayer & Son last week (see story page 38).

NO DULL BOYS • It's tentative yet, but NBC is drawing plans for a gala convention of all its affiliates, radio and tv, at Boca Raton, Fla., next December. It's understood affiliates will be approached shortly for reaction to proposal for combined work-play conclave Dec. 12-16. Plush Boca also was setting of NBC's last convention spectacular, held in late November 1951 in observance of NBC's 25th anniversary but marred by discordant problems that officials hope will be missing this time. This year's would mark NBC's 30th anniversary. There would be separate sessions for radio and tv, with business primarily limited to first two days and weekend left free. Planners are thinking in terms of capacity turnout of about 600 persons, including affiliate wives.

B•T

ALTHOUGH it has not been offically announced, WBBM Chicago has been gravitating more and more in recent weeks toward music and news format in local programming similar to that of independent WIND. Trend has been more noticeable on weekend Mal Bellairs' program, which CBS o&o radio outlet conceived as Chicago-type Monitor *or service project. Rest of week, stress is on live music.*

B•T

SHIFT IN CHICAGO? Oft-recurring report ABC Radio is thinking of shifting its Chicago affiliation from WLS to WGN gained additional credence last week. It's understood members of network's stations relations department last Tuesday discussed possible agreement with Frank P. Schreiber, vice president and manager of WGN Inc. (WGN-AM-TV). Matter reportedly has been referred to J. Howard Wood, president of WGN Inc. Whether fact WGN is stockholder in MBS, with which it has been affiliated for years, would hamper any eventual negotiations was not immediately ascertained.

B•T

EASTMAN Kodak through J. Walter Thompson Co., New York, understood to be talking to other networks as well as NBC in hope of bettering its present time on NBC-TV. Advertiser currently sponsors Screen Director's Playhouse *Wednesdays at 8:30 p.m. EST. If new time is not available, firm may retain present period but change program format for fall presentation.*

B•T

MOTORIST NETWORK • Pitched at heavy east-west traffic on U. S. Rt. 66 between California and Midwest, Rt. 66 Radio Network is under organization by Newton T. Bass, president, Apple Valley Rancho and KAVR Apple Valley, Calif., and John Charles Thomas, KAVR executive vice president. Plan points up new advertising potentials of growing auto-radio audience.

No matter who asks the question in OMAHA the answer is KOWH

44.7%!—that's the average share of audience Hooper (January-February) gives KOWH. Latest Pulse for Omaha-Council Bluffs gives KOWH top spot in every time period. Likewise Trendex. KOWH has placed first in audience year after year . . . consistently increasing its first-place dominance, until now KOWH is first in every time period of every survey in the Omaha market.

Mid-Continent ideas, programming and excitement plus broad (660 KC) coverage are doing a fine job for national and local advertisers. So no matter which rating service you rate most telling, you can feel secure when you tell your story via KOWH—because all three see eye-to-eye-to-eye. Chat with the H-R man, or KOWH General Manager Virgil Sharpe.

KOWH OMAHA

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel, Inc.

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

at deadline

ROBINSON, JONES: CBS-TV EXEC. V. P.'S

ELEVATION of Hubbell Robinson Jr. and Merle S. Jones to CBS-TV executive vice presidencies in which they will divide responsibilities for all areas of network's operation is being announced today (Mon.) by CBS-TV President J. L. Van Volkenburg, who said move is dictated by network's growth.

Mr. Robinson, vice president in charge of network programs, will retain "entire broad area of programming" under his direction. All other departments will report to Mr. Jones, who has been vice president in charge of CBS-owned tv stations and general services. Messrs. Jones and Robinson both will continue to report to Mr. Van Volkenburg. They also will continue their present responsibilities in addition to the expanded assignments.

Mr. Robinson joined CBS Inc. in July 1947 as vice president and program director. When tv and radio operations were separated in July 1951 he became CBS-TV vice president in charge of network programs. Before joining CBS he had been vice president and radio director for Young & Rubicam, with ABC as vice president and program director, and with Foote, Cone & Belding as vice president in charge of radio.

Mr. Jones started with CBS in 1936 as assistant to general manager of KMOX St. Louis, became head of western division office of CBS Radio sales in Chicago in 1937, went back to KMOX as general manager same year, left KMOX and CBS in 1944 to join Cowles Broadcasting Co. as vice president and general manager of WOL Washington, and returned to CBS in July 1947 as general manager of WCCO Minneapolis-St. Paul. He was general manager of CBS-owned KNX Los Angeles and Columbia Pacific Network from September 1949 to January 1951, when he was given additional responsibilities in charge of KNXT (TV) Los Angeles.

MR. ROBINSON

MR. JONES

L'Heureux Says He Was 'Quoted Out of Context'

ROBERT D. L'HEUREUX, assistant to FCC Chairman George C. McConnaughey, said Friday he was "quoted out of context" by Rep. Joe L. Evins (D-Tenn.) in statement released Thursday by Rep. Evins as chairman of subcommittee of House Small Business Committee (see story, page 27).

Mr. L'Heureux denied he told Rep. Evins in March 8 conference that networks had power to have FCC personnel hired and fired. He said he gave Rep. Evins "normal explanation" of why FCC is reluctant to release to public staff opinions or interoffice memoranda affecting FCC decisions: that public knowledge of such information might lead to outside "pressure." Thus, he said, such staff personnel would not feel free to give their honest opinions.

He said FCC as federal regulatory agency doesn't fear such pressures and that protection of staff members from outside interference is "sound policy" to keep agency independent.

Chairman McConnaughey, who was quoted by Rep. Evins as having said he was powerless to hire and fire FCC personnel, could not be reached for comment by B•T's press time.

OARTB Elects Officers

NEW OFFICERS of Ohio Assn. of Radio & Tv Broadcasters were elected Friday at Cleveland meeting (early story page 62). They are: President J. L. (Dutch) Bowden, WKBN-AM-TV Youngstown; Vice President for Radio Hubbard Hood, WKRC Cincinnati; Vice President for Tv Ward Quaal, WLWT (TV) Cincinnati, and Directors John D. Kelly, WJW Cleveland, and Robert Mack, WIMA Lima. Registration reached 80 despite five-inch snowstorm.

Senate Group to Probe Daylight Time Problems

APPOINTMENT of three-man special subcommittee to study problems of daylight broadcasters was announced Friday by Chairman John J. Sparkman (D-Ala.) of Senate Small Business Committee.

Subcommittee is headed by Sen. John F. Kennedy (D-Mass.) and includes Sens. Wayne Morse (D-Ore.) and Andrew F. Schoeppel (R-Kan.). Sen. Sparkman said small daytimers have complained restrictions on their hours make it "impossible for them to render adequate services" to respective communities. He said number of complaints has been large enough to justify special subcommittee to study problem.

Sen. Kennedy said more than 900 am stations are limited by FCC to daytime operation, with their channels used at night by fulltime stations. He said complaints are that "favored position" of fulltime stations makes effective advertising by small businessmen "impossible."

These limitations are based on rules set 30 years ago when there were only "handful" of stations, he said, and subcommittee wants to find if public interest requires extension of daytimers' present hours. He said FCC, daytime, fulltime and clear channel representatives will be invited to testify.

Maizlish Buys KPAL

SALE of KPAL Palm Springs, Calif., by Desert Radio & Tv Co. for $70,000 to Harry Maizlish, president, KFWB Hollywood, and Gregson Bautcer, Beverly Hills attorney, announced Friday subject to FCC approval. KPAL president is Florence P. Raley.

• BUSINESS BRIEFLY

RADIO FOR GOETZ • Goetz Brewing Co., St. Joseph, Mo., through Compton Adv., N. Y., placing spot announcement radio campaign starting early in April in some markets and today (Mon.) in others. Length of contract is 26 to 39 weeks. Approximately 60 stations in Midwest will be used.

SPOT SUPPLEMENT • To supplement television network advertising during peak sales periods of spring and summer, General Foods Corp., Post Cereals Div., Battle Creek, Mich., is set to launch extensive tv spot campaign in 48 markets in Southwest and Midwest on April 1. Agency: Benton & Bowles, N. Y.

LOCAL TO NATIONAL • Spurred by success of advertising on WATV (TV) Newark [B•T, March 12], Pico Novelty Co., distributor of Klik-Klak toys, planning nationwide spot announcement campaign using live commercials on children's programs. Scope of campaign not determined, but it is planned to use metropolitan and smaller markets. Agency: Ovesey & Straus, N. Y.

BABY OIL BUYING • Mennen Co., Morristown, N. J., for its baby oil summer suntan lotion, planning summer radio spot announcement campaign to start June 1 and run for 9 to 13 weeks in eight major cities. Grey Adv., N. Y., is agency.

DUAL DRIVE • Shulton Products (toiletries), N. Y., planning two series of radio spot announcement campaigns; one to start April 16 for 26 weeks in 33 markets, using five announcements per week, and other to start at end of May for eight weeks using 10 to 12 spots per weekend (Fri., Sat., Sun. only) in 21 markets. Wesley Assoc., N. Y., is agency.

BIG PUSH FOR JELLO • General Foods (Jello), N. Y., buying saturation radio spot announcement campaign to break May 1 and run for five weeks, using 25 spots per week on each station bought in 79 markets. Young & Rubicam, N. Y., is agency.

SIMONIZ SPOTS • Simoniz Co., Chicago, for its auto wax, placing radio spot announcement campaign for about 10 weeks in mid-April in several markets. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

LAXATIVE CAMPAIGN • Union Pharmaceutical Co. (Saraka Powder, laxative), N. Y., placing radio spot announcement campaign in top 20 markets starting May 1 for six weeks. Grey Adv., N. Y., is agency.

PAINT PURCHASE • Carbola Chemical Co. (Carbola paints), Natural Bridge, N. Y., buying radio spot announcement campaign in 32 markets, starting early in April in southern area and early in May in others. Contract runs 10 to 13 weeks. Four television stations also will be used. J. M. Mathes Inc., N. Y., is agency.

VIM CONSIDERING • Lever Bros., N. Y., for Vim (powder detergent), considering radio spot campaign to break—if approved—mid-April in about dozen markets. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

Box Score of a Great NEW Battery!

LEADERSHIP

Quarter Hours . . . 6 p.m. to 12 midnight

	MON	TUES	WED	THUR	FRI	SAT	SUN
WOW TV Channel 6	**16**	**22**	**12**	**13**	**20**	**17**	**22**
OTHER STATION	8	2	12	11	4	7	2

OTHER JANUARY TELEPULSE "SCORE"

	WOW TV	OTHER STATION
ALL Quarter Hours . . .	193	97
TOTAL Rating Points . . .	5,486.5	4,954.0
TOP Fifteen Shows . . .	11	4

Your Blair-TV man or Fred Ebener, WOW-TV, will give you more detailed information about the January Telepulse, in which WOW-TV virtually "shuts-out" the opposition.

FRANK P. FOGARTY, *Vice President & General Manager*

KANSAS CITY		SYRACUSE		PHOENIX		OMA
KCMO RADIO 810 kc. CBS	KCMO TV Channel 5 CBS	WHEN RADIO 620 kc. ABC	WHEN TV Channel 8 CBS	KPHO RADIO 910 kc. ABC	KPHO TV Channel 5	WOW RADIO 590 kc. CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. BLAIR TV, INC

MEREDITH *Radio and Television* STATIONS

affiliated with Better Homes and Gardens and Successful Farming magazines

at deadline

Excise on All-Channel Sets Should Be Killed—Hoffman

RETMA President H. Leslie Hoffman asked that 10% federal excise tax on all-channel tv receivers be removed in testimony at Friday session of Senate Commerce Committee's probe of network-allocations problem (early story, page 66).

Mr. Hoffman, also president of Hoffman Electronics Corp. (tv set producer) and board chairman of KOVR (TV) Stockton, Calif. (ch. 13), said 4.5 million or 15.8% of 28.2 million tv sets produced since debut of uhf are uhf-equipped, with 4 million conversions bringing total to 8.5 million or 22% of tv sets now in use. He said proportion of uhf-vhf set production to vhf rose to 28% in late 1953, but declined to 13% in 1955.

He said that based on manufacturers figures representing 95% of color tv in 1956, some 66.5% of color sets in January and February were all-channel, but that same companies say only 10.6% of rest of their 1956 production will be uhf-vhf.

Mr. Hoffman said if excise tax had been removed from uhf-vhf sets two years ago some 13 million more all-channel sets now would be in hands of public.

Clifford F. Rothery, international president, National Assn. of Broadcast Employes & Technicians, criticized sale and re-sale of station licenses as against "home-town" tv, with seller taking capital gains advantages and buyer raising price of his commodity to recoup large investment.

He said FCC encourages "wide-open trafficking of tv licenses" and lowering of licensee qualifications after first sale of station. This also increases control by national advertisers through multiple ownership and higher rates, he said.

Network aspects of Senate Commerce Committee's inquiry will be heard next Monday through Wednesday (March 26-28) when network spokesmen and others testify.

Second Group in Running For Birmingham Uhf Grant

SOME may say uhf is dying, but it looks as if ch. 42 in Birmingham, Ala., has become prize worth fighting for. On Friday, second application for that uhf outlet was filed with FCC — by Winston-Salem Broadcasting Co. (WTOB-AM-TV Winston-Salem, N. C.). Application came three weeks after first application for that frequency by Birmingham Tv Corp. (Harry & Elmer Balaban theatre interests) [B•T, March 5]. Winston-Salem application seeks 8.32 kw visual power, 916 ft. antenna above average terrain, plans to spend $202,471 building and $200,000 operating. Winston-Salem (James W. Coan, president) also holds grant for ch. 29 WOTV (TV) Richmond, Va., owns WSGN-AM-FM Birmingham, Ala., and WLOW Portsmouth, Va. Balaban interests have 50% of ch. 39 WTVO (TV) Rockford, Ill., and 34% of ch. 20 WICS (TV) Springfield, Ill. Birmingham has three stations on air: ch. 6 WBRC-TV, ch. 10 WBIQ (TV) (non-commercial-educational), and ch. 13 WABT (TV). Outstanding is grant for ch. 48 WJLN-TV.

PRM, C&C Tv May Merge Motion Picture Libraries

POSSIBILITY of merger between companies holding tv rights to largest and second largest motion picture blocks loomed as PRM Inc. and C&C Super Tv Corp. conducted negotiations in Miami. It was reported that no agreement had been reached.

PRM, Canadian-American holding company in which Eliot Hyman, president of Associated Artists Productions, New York, is investor and guiding figure, explored feasibility of joining with C&C group, headed by Matthew Fox. PRM acquired Warner Bros. library of 750 sound features, 100 silent features and 1,500 assorted cartoons and short subjects for $21 million several weeks ago [B•T, March 5]. C&C Super Tv Corp. obtained rights to RKO's 650 feature films, plus assorted cartoons and short subjects, for $15.2 million, last January [B•T, Jan. 6].

Officials would not confirm that merger had been discussed. Mr. Fox said he had conferred with Mr. Hyman on "variety of subjects related to the tv industry," but would not pinpoint area of discussion. He stated flatly that no contract was signed. Source close to both firms told B•T Friday that consolidation of film libraries had been discussed.

On top of merger report, PRM announced Friday it has appointed Associated Artists Productions as distributor of Warner Bros. library. AAP has begun extensive sales and advertising campaign to sell library, sending telegrams to tv stations, agencies and station representative companies, advising them of availability of films.

NBC Reports Partial Sales Of Political, Grid Packages

ORDERS for partial sponsorships of two big NBC packages—political conventions and election night coverage, and National Collegiate Athletic Assn. football telecasts—reported Friday by NBC authorities. They said Sunbeam Corp. had signed for one-fourth sponsorship of approximately $5 million political package and tentatively ordered one-fourth of NBC-TV's NCAA football coverage, and that RCA had tentatively ordered one-fourth of conventions-election coverage. NBC-TV has acquired rights to eight national telecasts in NCAA program and hopes to acquire, as last year, rights to five regional telecasts. For one-fourth sponsorship of 13-game package its price is understood to be about $930,000. Agency for Sunbeam is Perrin-Paus, Chicago; for RCA, Kenyon & Eckhardt, N. Y.

UPCOMING

March 19-22: Institute of Radio Engineers National Convention & Radio Engineering Show, Waldorf-Astoria, N. Y.

March 21-22: NARTB Tv Code Review Board, Ambassador Hotel, N. Y.

March 22: Kentucky Broadcasters Assn., Brown Hotel, Louisville.

March 23-25: Arkansas Broadcasters Assn., Hotel Marion, Little Rock.

For other Upcomings, see page 111.

PEOPLE

A. B. BROWNE, account executive, MacLaren Adv. Co. Ltd., Montreal, and **T. RUSSELL HAUGLAND,** senior account executive, Cockfield, Brown & Co. Ltd., Montreal, to Kenyon & Eckhardt, Montreal, as manager and account executive, respectively.

RICHARD F. McGEARY, account executive with General Teleradio in Hollywood since 1952, joins NBC Spot Sales, Los Angeles, March 26.

ALAN BEAUMONT, program manager, NBC Central Div., transferred to NBC New York as director of *Home* show effective April 23. He has been in Central Div. for past three years.

RICHARD B. BAKER, sports director, WSAI Cincinnati, appointed director of operations.

SHERMAN K. ELLIS, chairman of board, Raymond R. Morgan Co., Hollywood, has resigned, effective April 1.

HERBERT O. NELSON, head of own S. F. agency, elected vice president of Campbell-Ewald Co., S. F. Campbell-Ewald absorbs Nelson agency with Rancho Soup Co. and Filice Perrelli Canning Co. accounts.

MBS, Affiliates to Confer On New Contract Today

NEW AFFILIATION contract plan due to be submitted by MBS officials to 14-man Mutual Affiliates Advisory Committee at two-day meeting opening today (Mon.) in Hot Springs, Ark., Mutual officials said Friday. They did not divulge details of proposal, except to say it was not expected to be so radical as 1953 plan (which affiliates finally rejected), whereby among other things, network option time would have been almost halved and affiliate compensation for carrying network commercial shows would have been paid in programs for local sale rather than in money [B•T, July 6, 1953, *et seq*].

Kops Heads Conn. Assn.

DANIEL W. KOPS, general manager, WAVZ New Haven, was elected president of Connecticut Broadcasters Assn. Friday at second annual meeting of group, held at Chashire, Conn. He succeeds J. Maxim Ryder, manager of WBRY Waterbury. Other new officers: Charles Bell, WHAY New Britain, vice president, and Eric S. Hatch, WBIS Bristol, secretary-treasurer. Newly elected directors: Gerald J. Morey, WNLC New London; G. Kruttschnitt, WMMW Meriden; Julian Schwartz, WSTC Stamford, and Rudy Frank, WELI New Haven.

Franklin M. Doolittle, president, WDRC Hartford, was presented plaque for pioneering efforts in radio.

Local 47 Revolt May Top AFM Intl. Board Agenda

PROSPECT that anti-Petrillo revolt at Hollywood AFM Local 47 will top agenda of March 27 meeting of AFM International Executive Board in New York appeared Friday as special IEB panel on West Coast announced completion of on scene investigation (early story, page 90). Panel said amended charges have been filed against Cecil F. Read and other anti-Petrillo leaders at Local 47, with trial expected in early April in New York or Chicago. Local 47 board, controlled by Read faction, Friday afternoon ordered March 26 membership trial of its recording secretary, Maury Paul, Petrillo supporter. Read spokesman told B•T no trial of Financial Secretary G. R. Hennon planned "until we see how he comes along." Mr. Hennon is Petrillo backer.

the week in brief

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Sol Taishoff, President
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BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.
Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

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SUBSCRIPTION INFORMATION
Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.
ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
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mighty magnet

in the Motor City... and all Southeastern Michigan

WJBK-TV

CHANNEL 2 DETROIT

Drawing sales for advertisers from 1,600,000 TV homes with all the power of 100,000 watts, 1,057-foot tower, commanding Channel 2 dial position . . .

Pulling greater sales volume with the greater audiences, night and day, attracted by top CBS and local programming . . . No. 1 in both Pulse and ARB.

Attracting the nation's leading advertisers who buy on the basis of proved results . . . in the nation's fifth market.

In Detroit, CHANNEL 2 IS THE SPOT FOR YOU!

Represented Nationally by THE KATZ AGENCY
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118 E. 57th, New York 22
MURRAY HILL 8-8630

A STORER STATION

Hit 'em where they live

WBC

NO SELLING CAMPAIGN
IS COMPLETE WITHOUT THE WBC STATIONS

Support the Ad Council Campaigns

Your market is moving! Census figures show that suburbs have grown *seven times* as fast as cities during the past five years. Unless you go out there after them you're likely to miss up to half of your market—and the big-spending half, at that.

That's why you need the big 50,000 watt WBC radio stations. WBC stations go far beyond the city limits. WBC stations have the power, the programs, the coverage, the audience. They save you the trouble and expense of buying three or four other stations to do the job *one* of them will do for you. Talk it over, *soon*, with Alexander W. "Bink" Dannenbaum, Jr., WBC National Sales Manager, MUrray Hill 7-0808, New York. Or call your nearest WBC station.

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RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
CLEVELAND—KYW	**CLEVELAND**—KYW-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.

ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

on-the-spot local news...*when* it happens, *where* it happens, *as* it happens!

Man the tape recorder! Roll out the mobile pick-up truck! Those little independents with the big pull of country music have stolen the show again with on-the-spot local news coverage 5 minutes before the hour. Write in . . . cash in for your client!

IN WASHINGTON, D. C.

WARL

5232 Lee Highway, Arlington, Va.
Kenmore 6-9000

IN NORFOLK, VA.

WCMS

Plume & Granby Streets
Madison 5-0525
Combination rates available on request

IN REVIEW

RICHARD III

LAURENCE OLIVIER'S production of Shakespeare's "Richard III" is a motion picture masterpiece, and its American premiere March 11 on NBC-TV can well be described as the most successful union to date of television and the film industry. If perhaps some of the spectacle (in particular the final battle scenes) was lost in the reduction of the work to the tv screen, this loss was more than compensated by the dramatic impact of the more intimate passages.

As the villianous nobleman who by his twisted machinations wins for himself the throne of England, Sir Laurence Olivier even surpasses the fine portrayals of his previous major film excursions into Shakespeare—"Henry V" and "Hamlet," and other members of the cast, including such skilled performers as Ralph Richardson, John Gielgud, Cedric Hardwicke and Claire Bloom, offer brilliant support.

A special vote of thanks must go to the sponsors of the television showing for a minimum of carefully placed commercials and for devoting the major part of one of them to an entertaining talk by Dr. Frank Baxter, Shakespearean authority and wit, on the England of Richard's day.

Production costs: Approximately $300,000.
Sponsored by United Motors, Delco-Remy, Guide Lamp, A. C. Spark Plug and Pontiac Divs. of the General Motors Corp., through various agencies on NBC-TV, Sunday, March 11, 2:30-5:30 p.m. EST.
Cast: Laurence Olivier, Ralph Richardson, John Gielgud, Cedric Hardwicke, Claire Bloom, Helen Haye, Pamela Brown.
Producer-Director: Sir Laurence Olivier; associate director: Anthony Bushell; music by: Sir William Walton; played by: the Royal Philharmonic Orchestra; conducted by: Muir Mathieson; production supervisor: John Gossage; production manager: Jack Martin.

MIDDLE EAST REPORT

ALTHOUGH interesting and informative, *See It Now's* latest 90-minute journalistic effort bent over so far to be fair that it lost its balance.

Obviously, a problem which has been building for over 5,000 years cannot be adequately analyzed in so short a time, but it is to the credit of Messrs. Murrow and Friendly that they made at least a small, provocative attempt.

However, one might have gotten the idea that the Arab-Israel struggle, the subject of the reporting effort by Edward R. Murrow (covering Israel), and Howard K. Smith (CBS European news chief covering Egypt for this program), was strictly a fight between Egyptians and Israelis rather than between the young Jewish state and half-a-dozen Arab countries. Even though Egypt's population of 22 million comprises about half the potential Arab protagonists (Israel's population: 1.8 million), Jordan's crack British-trained and supplied Arab Legion and oil-rich Saudi Arabia (land area three times that of Texas) are not to be taken lightly. *See It Now* barely mentioned them.

This particular issue of *SIN* (as CBS affectionately calls it) should have had more "rest periods" to give the viewer a chance to digest the rather heavy material.

Production costs: Approximately $85,000.
Sustaining on CBS-TV, Tuesday, Mar. 13, 8:30-10 p.m. EST.
Editor and producer: Edward R. Murrow and Fred W. Friendly; reporters: Howard K. Smith and Edmund Scott; cameramen: Leo Rossi, Charles J. Mack and Martin Barnett, production men: Palmer Williams, Don Hewitt and Ed Jones; film editors: William Thomson, F. Howard O'Neill, Mili Lerner.

THE TWISTED CROSS

ONE REASON that *Project 20*'s "The Twisted Cross" surpassed in scope and body the efforts spent on its first production, "Nightmare in Red," must have been that the producers had more material to work with—90 million feet of film, to be exact [B•T, March 12]. Given this staggering footage and five years of time in which to properly distill it, the team that gave us *Victory at Sea* and "Three-Two-One-Zero" effectively telescoped 25 years of German history into a scant 53 minutes. That they managed to accomplish this feat and still remain historically true is remarkable in itself.

Starting out with the post World War I birth of the NSDAP Party in the gutters of Munich and ending in its fiery 1945 Gotterdämmerung in the rubble of Berlin, the hour-long film was essentially a potpourri of official film shot during that period.

Narration, by Alexander Scourby, and musical scoring, by Robert Russell Bennett, helped to frame this bloody canvas and lend more than just credence to Hitler's 1935 boast: "Give me 10 years and you will not recognize the face of Germany."

Production costs: Approximately $125,000.
Sponsored by North American Philips Co., N. Y., through C. J. LaRoche & Co., N. Y., Wed., March 14, 9-10 p.m. EST on NBC-TV (pre-empting time period usually occupied by Kraft Foods Co., J. Walter Thompson Co., N. Y., for Kraft Tv Theatre.
Producer: Henry Salomon; writers: Donald Hyatt and Mr. Salomon; asst. producer: Mr. Hyatt; film editor: Isaac Kleinerman; asst. film editor: Silvio D'Alisera; research staff: Daniel Jones, Mel Stuart, Judith Greene; score: Robert Russell Bennett; narrator: Alexander Scourby.

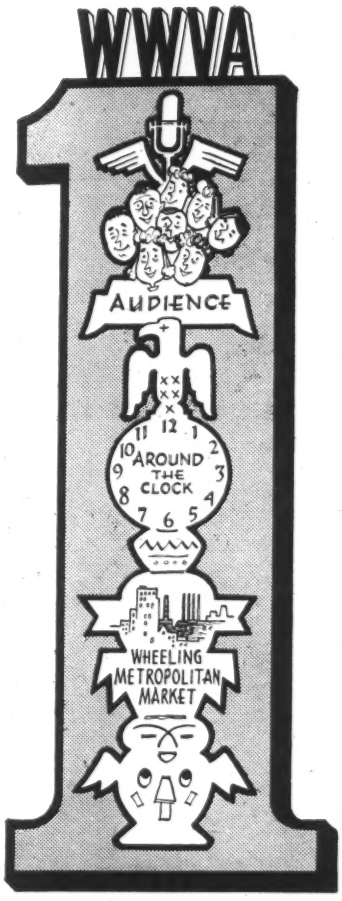
HIGH TOR

IF ANYTHING was proved by the March 10 musical version of Maxwell Anderson's "High Tor" on *Ford Star Jubliee,* it was that someone was mistaken in his judgment of what is satisfying entertainment. But seeing this puzzler did lead to research that proved once more tv is boosting traffic in public libraries.

A dazed viewer went to the neighborhood library to find out what the adaptation did to "High Tor" to turn it into a 90-minute question mark. Out of several copies of the play listed in the catalog, not one was to be found two days after the tv production.

Maybe the play originally made sense. Saturday's musical version did not. Its fantasy was all right, and so was its slapstick. Arthur Schwartz' songs were singable, pleasant to hear. Some of them—like "I'm Livin' One Day at a Time"—may live awhile. Bing Crosby and the cast are all first rate artists. But the ingredients just wouldn't blend. Music, if there had been more of it, could have carried the senseless action along. But this weird comedy was neither musical nor play. Whatever it was, it was unworthy of Mr. Crosby and colleagues.

Production costs: Approximately $250,000.
Sponsored by Ford Div. of Ford Motor Co. through J. Walter Thompson on CBS-TV, Saturday, March 10, 9:30-11:00 p.m. EST.
Stars: Bing Crosby, Nancy Olson, Julie Andrews, Everett Sloane, Hans Conried, Lloyd Corrigan and John Picard.
Director: James Neilson; Producer: Arthur Schwartz; Story Based on Maxwell Anderson's play, "High Tor"; tv script: Maxwell Anderson and John Monks Jr.; music: Arthur Schwartz; lyrics: Maxwell Anderson; art director: Robert Tyler Lee.



Pulse *Proves WWVA TOP MAN on the VOTEM POLL

1st In LISTENING AUDIENCE in this 43-county survey: *Triple the listeners of the next area station!*

1st In EACH OF 504 PROGRAM PERIODS morning, afternoon and night, *seven days a week!*

1st In the sky-rocketing Wheeling Metropolitan Market . . . vibrant with new industry . . . lusty with buying power!

WWVA SUPREME WHERE 5 MILLION PEOPLE SPEND 5½ BILLION DOLLARS

*PULSE NOV.–DEC. 1955	MONDAY THRU FRIDAY			SATURDAY			SUNDAY		
	MORN.	AFTN.	NITE	MORN.	AFTN.	NITE	MORN.	AFTN.	NITE
WWVA	35	35	40	33	32	36	36	37	43
"B"	10	10	11	10	9	9	7	9	9
"C"	5	7	5	5	7	12	4	6	6

These counties are the center core of the WWVA coverage territory. You have complete domination with WWVA—ONE Station—ONE Billing PLUS a bonus audience in 29 additional counties.

SALES OFFICES:

NEW YORK: Eldorado 5-7690
- Tom Harker, V.P.
  National Sales Director
- Bob Wood
  National Sales Manager

CHICAGO: Franklin 2-6498
- Paul Evans
  Midwest Radio Sales Mgr.

SAN FRANCISCO: Sutter 1-8689
- Gayle V. Grubb
  Pacific Coast Radio Sales Mgr.

NATIONAL REPRESENTATIVES:
- John Blair & Company

A STORER STATION

WWVA

50,000 WATTS · CBS RADIO · *1170 ON THE DIAL*
COVERING THE HEART OF INDUSTRIAL AMERICA FROM

WHEELING, W. VA.

MARKET ALLY
Monday
Bacon
Ground steak
Lamb chops
Beans
Soap
Bleach
Wax
Coffee
Pickles
Jello
Paper Towels
Grapes
Bananas
Potatoes
Carrots
Celery
Lipstick
Tooth paste
Eggs
Butter
Cream
Bread rolls
Oranges
SHOPPING GIRL
RICE
EGGS
COOKIES
FLOUR
SUGAR
milk
cream
butter
eggs
lamb chops
Onions
bacon
American cheese
fruit
vegetables
Milk
Sugar
Noodles
Oil
Shortening
Icecream
Bread
Mayonnaise
Flour
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Cigarettes
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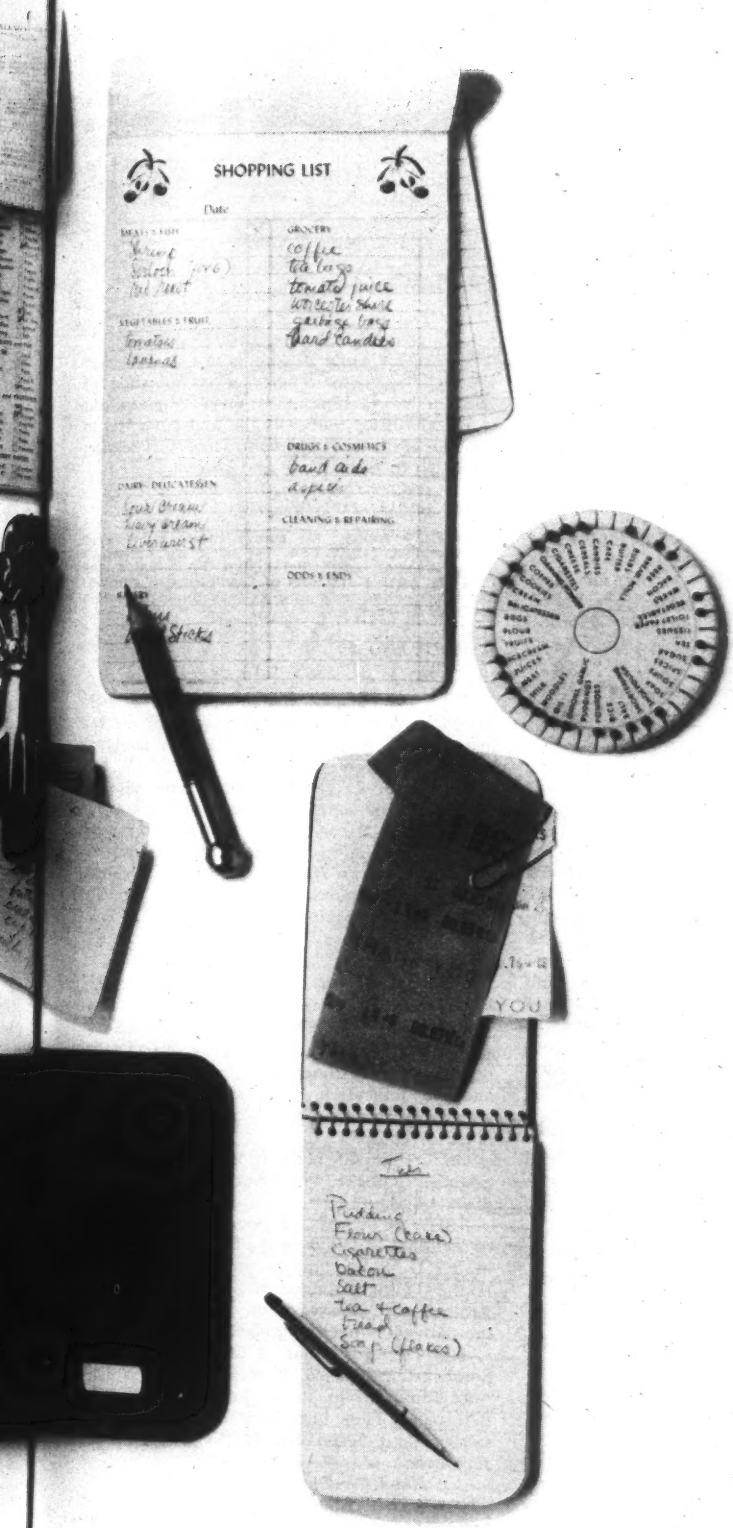


...WHO REMINDS THEM TO REMEMBER?

13,714 women in an Advertest survey* told us...

On the day they go to supermarkets: Before entering the store, for every 18 shoppers who read magazines, every 55 who watched television, every 81 who read newspapers... 100 shoppers heard radio.

In time spent with all four media on the shopping day: Before entering the store, for every 5 minutes spent with magazines, every 32 minutes with television, every 16 minutes with newspapers...shoppers spent one hour and 10 minutes with radio.

During the hour before they shop: For every 7 shoppers who read magazines, every 50 who watched television, every 21 who read newspapers...100 heard radio.

Day. Time. Hour. Radio is their favorite pre-shopping companion. Now...where do they listen most?

In the 10 biggest markets, the most popular daytime radio programs† are network programs (71 out of 100). And of these 71 shows, 68 are on the CBS Radio Network!

Who reminds them to remember? Radio does. CBS Radio.

*A 1955 survey in supermarkets in 4 metropolitan areas covered by all media.
†Pulse, Nov-Dec 1955, 10 cities with largest number of metropolitan area families, Sales Management, 1955.

THE CBS RADIO NETWORK

Captain Sacto's
a real spaceship
hero to the youngsters of
Sacramento – a hero worth
an average 16.3 ARB rating* daily
on KCRA-TV. His live program
now runs a full hour
from 6 to 7 p.m.

The Captain will also be a hero to your clients who want to sell merchandise in the rich Sacramento Valley. Ask the people at Carnation Corn Flakes and Bosco Milk Amplifier. They know what a job he's doing on KCRA-TV.

"The Little Rascals" and "Crusader Rabbit" films help Captain Sacto give the younger set a show that has the endorsement of every parent.

Put this super-salesman to work for your clients. Call Petry and get the full facts on Captain Sacto participations.

KCRA-TV
Channel 3
SACRAMENTO, CALIFORNIA
100,000 Watts Maximum Power
Basic NBC affiliate
Represented by Edward Petry & Co.

*Source: American Research Bureau, Inc. A Special Report on the Sacramento Television Audience, November 7-13, 1955

OPEN MIKE

Agencies' Spot Billings

EDITOR:

The article on page 31 of the March 12 B•T ["The Top 25 Agencies in Spot Broadcast Buying"] contains information that is valuable to every agency, advertiser, production firm and station representative. This is the first time that this material has been available. In order to be sure that all of our television and radio stations read this article, we have today ordered extra copies.

You have set a precedent for the industry with this article. Few articles in any trade paper have caused as much agency comment as we have heard in the past two days.

Lloyd George Venard, Pres.
Venard, Rintoul & McConnell,
New York

EDITOR:

. . .

This is interesting and I am passing it along to others in this organization.

Walter S. Shelly, Pres.
N. W. Ayer & Son, Philadelphia

Oversight

EDITOR:

I'm sure it was no more than an oversight on your part that you failed to include us in the list of top 25 agencies in spot tv and radio.

Last year we placed $3,175,000 in spot tv and radio for the following accounts: Block Drug Co., Manischewitz Wines, Rayco Auto Seat Covers, National Shoes, Berolio Import Co., Ronzoni Macaroni Co., Barney's Clothes, Bonomo Candies, Ferber Pen Corp., Gem Packing Corp.

This, as you can see, is above some of those you had listed.

Emil Mogul, Pres.
Emil Mogul Co.
New York

Fresh Viewpoint Asked

EDITOR:

. . . I think B•T could well stand to freshen up its editorial policies—to harmonize with the best and most responsible leaders in this industry, men who know the basis on which this industry can survive—rather than to carry editorials of the "leave us alone to do as we wish to do" stripe. Your editorials about what you think the FCC should do about such things as overcommercialism may lull some of the more money-hungry broadcasters into a false sense of security.

George Brooks, News Dir.
KSUM Fairmont, Minn.

Down, Boy

EDITOR:

I note your story [B•T, March 5] that Ipana is smiling over its contest to supply a one-word name for a male puppy which looks like Lady. Christine?

Bill Ladd, Tv Editor
The Courier Journal *and* The Louisville Times
Louisville, Ky.

Religious Time—Paid or Free?

EDITOR:

We give approximately 3½ hours of air time and production facilities each and every week to the churches of our service area—and have since the day we went on the air. The only control we can possibly exercise is to make all other religious programs commercial. Otherwise: 15 minutes to one group . . . in all fairness 15 minutes to all other takers.

However, we'll go along when it's written into law that contractors provide free church edifice for each group, power companies free power, etc., on down the line. Also—this will have to be tax supported, so it will have to be on the basis of a state religion, I suppose, and religious groups will require state approval. This should make it a lot easier for the group referred to—by reducing their communions from 35 to 2 or 3.

The politicians — the churches — everybody wants free time — no strings. As a public service, to keep the U. S. economy right up at the top, why don't all radio and tv stations just grant free time to everybody? Let's be socialistic about this thing—or *realistic*—preferably the latter.

Bob Fouse, Co-Mgr.
KCSR Chadron, Neb.

Credit Lines

EDITOR:

Let's give credit where credit is due.

WTMJ-TV long ago announced 30-second station breaks to replace a combination of 20-seconds and 10-seconds; and let's give credit to Hazel Bishop who was the first advertiser to see the advantage and contracted this service; then also to Oldsmobile and Bulova.

Walter J. Damm, Vice Pres.
WTMJ-TV Milwaukee

[EDITOR'S NOTE: Mr. Damm's letter was evoked by a report [B•T, Feb. 27] of a discussion by executives of CBS Television Spot Sales and CBS-TV owned stations of feasibility of combining a 20-second spot and a 10-second spot into a 30-second break.]

A Real Must

EDITOR:

The 1956 issue of BROADCASTING Yearbook-Marketbook came in the morning mail and I've just finished leafing through it. It's really an impressive document.

By way of an endorsement, let me say that the Yearbook is a real must for anybody in the public relations business. It makes my job as a public relations counsel much easier.

Milt Dean Hill
Public Relations Counsel
National Airlines
Washington 5, D. C.

Thlinget, Too

EDITOR:

Your note page 99 of the Feb. 20 issue relative to United States stations broadcasting regularly in 40 tongues other than English is another indication how truly American is American Broadcasting . . . "regardless of race, creed or color."

Does that 40 include the Thlinget (pronounced Klinket with much scraping of the throat) Indian?

KSEW is owned and operated by the Board of National Missions of the Presbyterian Church in the U. S. A. and carries a daily program in the Thlinget tongue plus an Alaska Native Brotherhood newscast on Saturday, also in the native Thlinget language.

The Thlinget Indian is the native indian of Southeastern Alaska, a very peculiar and distinct ethnic group, unlike any of the others of that race. They hunt bear and deer, fish for salmon and listen to KSEW Sitka's *Totem Jamboree*. . . .

Hendrick Van Dyke, Gen. Mgr.
KSEW Sitka, Alaska

[EDITOR'S NOTE: Thinglet was not included in the B•T list of foreign languages broadcast by U. S. radio stations, published in full, station-by-station with languages used by each, in the 1956 BROADCASTING YEARBOOK-MARKETBOOK. KSEW neglected to return the questionnaire sent in advance of YEARBOOK publication.]

Another thinly disguised WJR success story

Doesn't anyone have his WJR map yet?

Last spring a WJR advertiser made five announcements offering free maps of Detroit's new expressways. He had 2,387 requests.

He wasn't surprised. After all, since he started on WJR in 1942 his insurance business has increased 800 percent. Any wonder he has renewed for 14 straight years?

Here's what this advertiser gets from WJR, as reported in a survey of radio listening in our area made by Alfred Politz Research, Inc.:

Everyday, roughly 530,000 adults listen to WJR between 7 and 10 a.m.—when this newscast is heard. 242,000 are men. Mostly, they're driving. Drivers buy auto insurance. They listen.

They're a loyal audience, too. That's what Politz found. Why, 42 percent of all the people in the area surveyed (merely part of our area, mind you!) demand their news from WJR. The others have to decide between 196 other stations.

That's why successful advertisers—who move goods fast in Detroit and the Great Lakes market—buy WJR.

The Politz report explains the reasons for their success. Your ad manager probably has a well-thumbed copy. Ask him for it.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts CBS Radio Network

Here's WJR's primary coverage area. Write us for your free copy of the Politz report or ask your Henry I. Christal Co. man.

LUCKY LAGER sells beer to L. A. via KMPC

• Lucky Lager Brewing Company sells more barrels of its fine beer in California than any other brewer. Has for years. In Los Angeles, where nearly half the State lives, Lucky's nightly 2½-hour "Dance Time" KMPC program has helped it reach a vast swath of L. A.'s population at a minuscule per-thousand cost.

• You don't need to be "Lucky" to *sell* Southern California. Place your schedule on KMPC. Its 50,000-watt coverage, its popular personalities and Music-News-Sports programming, will give you a tremendous entering wedge. Proof? Ask your AM Radio Sales or KMPC representative for success stories and latest ratings.

. . . If You Want To SELL Southern California . . . BUY

KMPC

710 kc LOS ANGELES

50,000 watts days 10,000 watts nights
Gene Autry, President
Robert O. Reynolds, v.p. and gen. mgr.

REPRESENTED NATIONALLY BY AM RADIO SALES CO.

our respects

to OWEN LESLIE SADDLER

IT IS Owen Saddler's off-the-cuff observation that, considering the many attributes of the really "good" television station manager, he has "yet to meet one, but I'll continue by Diogenesan search until I lose my lantern."

By his own standards, at least, and probably those of much of the industry, Mr. Saddler would seem to qualify eminently. With characteristic modesty, he would be the last to hold the lantern up to himself as executive vice president and general manager of the May Broadcasting Co. (KMTV [TV] Omaha, Neb., and KMA Shenandoah, Iowa).

Mr. Saddler's early career as an English instructor would seem to belie his practical aptitudes as a broadcaster in a key midwest market now very much excited over color tv. He is credited with a "clean" operation at KMTV, reflecting a basic idealism, an instinct for promotion and showmanship, and a workable public service philosophy.

These qualifications should serve him well in deliberations involving color tv, the Television Code, public service, and myriad other activities in which he has manifested a keen interest.

Owen Leslie Saddler, a native of Wilmington, Del. (born Nov. 6, 1911), claims to have had an uneventful young life with a mixture of legal work, newspaper reporting and an instructorship in English.

As a youth, he labored in the legal confines of E. I. duPont de Nemours from 1930 to 1934, then turned his efforts to the *Journal-Every Evening*, a Wilmington daily. He attended Bucknell U., where he received his Bachelor of Arts degree and became an English instructor.

Mr. Saddler's pursuit of the English language as an instructor at Northwestern U., in Evanston (Ill.), where earlier he received his Master of Arts degree, proved to be the social opportunity for his entry as a broadcaster. Earl May, founder of the May Seed Co. and KMA Shenandoah, was casting about for an idea man and troubleshooter at his pioneer farm radio station. They met while Mr. Saddler was teaching English at Northwestern U. in 1938.

Induced to join KMA as production manager that same year, Mr. Saddler set about to build on the station's acknowledged reputation for public service activities. By 1940, KMA had taken on additional commerical time commensurate with that of a basic network affiliation. Two years earlier, it could claim only one network program.

Mr. Saddler was appointed general manager of May Broadcasting in 1945 and KMA "firsts" continued to pile up. The station made headlines with a direct line to the United Nations in San Francisco and sent its farm director to Europe to cover a UNRRA shipment story as part of Mr. Saddler's concept of what a world-conscious rural station should be.

KMTV (TV) began operation Sept. 1, 1949, after a two-week test period the previous July. KMTV then aired network kinescope and live programs and Mr. Saddler launched a public-and-dealer indoctrination campaign that paid rich dividends almost immediately. Mr. Saddler is credited with buying out Omaha's Municipal Stadium for a "free baseball party," and with originating a program *(Playground Champions)* designed to lure "youngsters away from their television sets and into the playgrounds." The gimmick: much of the competition was televised. The program has been copied in other cities.

Mr. Saddler became executive vice president and general manager of KMTV (TV) and KMA (as well as director of May Broadcasting Co.) in 1950. Under his direction, KMTV pioneered in color television and today claims to be the area's only outlet completely equipped for tinted tv and the fifth non-network-owned station to maintain two color cameras. Appropriately, KMTV's "Color Television Center" slogan gained impetus with the affiliation switch to NBC-TV Jan. 1.

Mr. Saddler is as articulate on the Tv Code as he is enthusiastic about color and its potentialities. He espouses more "self-control" by stations lest "the power that ancient monarchs despaired to hold" somehow be wrested away by government. KMTV maintains its own code as a supplement to national standards, inviting advertising agency representatives to periodic KMTV staff meetings.

Mr. Saddler is a member of the NBC Tv Affiliates Group and belongs to the Iowa Broadcasters Assn. and the Nebraska Broadcasters Assn.

He married the former Elizabeth Rankin. They have three children—Barbara, 15, Tuck, 11, and David, 7—and live in Omaha, although Mr. Saddler divides his time between there and Shenandoah. His hobbies: woodworking, photography and fishing.

Don't forget the NARTB Convention!
It's April 15-19 in Chicago.

If you can't make it,
read all about it in the
B•T issue of April 23.

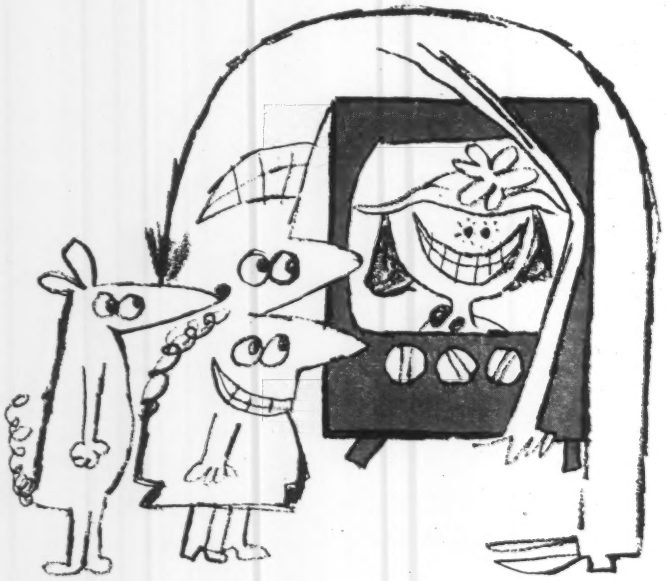
Even if you make it,
some of the things
that happen may be
a little bit hazy (!)
So read
all about it etc.

But whether you make it or not,
your advertisement should be
in the April 16th Convention Issue.
B•T is read by practically
everybody in radio-tv;
the Convention Issue is even more so.

Deadline for space reservations: April 2.

**Executive and
Publication Headquarters,
Broadcasting • Telecasting Bldg.,
1735 DeSales St., N. W.,
Washington 6, D. C.**

ALL EYES ARE ON UPA'S NEW
IPANA TV SPOTS



UPA PICTURES INC.
BURBANK • 4440 lakeside drive
thornwall 2-7171
NEW YORK • 670 fifth ave.
plaza 3-1672

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

PACKAGE BUYER?

Use WDBJ's 6-13-21 Plan!

	Class "A"	Class "B"
6 minutes weekly	$ 63.00	$ 45.00
13 minutes weekly	117.00	78.00
21 minutes weekly	168.00	115.00

Ask Free & Peters!

WDBJ
Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., *National Representatives*

GARLAND CLYDE MISENER

film maker

OVERCROWDING in the aeronautical engineering field and a college job as a projectionist led Garland Clyde Misener to switch to the film field, a decision which James A. Barker, president, Capital Film Labs Inc., Washington, is glad he made.

Mr. Misener joined Capital last January as director of laboratory operations. In addition he is in charge of the planning and execution of an extensive expansion program which will include a considerable increase in printer capacity and the addition of negative-positive color processing facilities.

Upon his graduation from Michigan U. in 1935 with a major in engineering physics, Mr. Misener joined Warner Bros. as a sound engineer, and one year later became a physicist with the Eastman Kodak Research Labs. During World War II, he was in charge of sound recording at the Signal Corps Photographic Center, attaining the rank of major.

He joined Ansco after his Army discharge and was placed in charge of the film company's Hollywood staff. While in Hollywood, he assisted in the introduction of Ansco color and won an Academy of Motion Pictures Arts and Sciences Award for his contribution to the design of the color print scene-tester, now widely used in the motion picture industry.

In 1949 he transferred to the Ansco Div. of General Aniline & Film Co., Binghamton, N. Y., as manager of Professional Motion Picture Services.

During his sophomore year in college, Mr. Misener had to drop out of school because of illness and went to Ft. Worth. While in church there he spotted Miss Erel Day (later to become Mrs. Misener), singing in the choir.

A young looking 46, it is hard to believe he is old enough to be the father of a 22-year-old Colgate senior, Garland Jr. His daughter, Darla, is a high school senior.

He is a fellow and governor of the Society of Motion Picture & Television Engineers, a member of the Optical Society of America, the Photographic Society of America, the Academy of Television Arts & Sciences, the American Society of Cinematographers, the Armed Forces Communications Assn. and Tau Beta Pi, honorary engineering society.

His favorite hobbies are hi-fi music and mobile abstract color patterns related to music. He has built a projector to show mobile changing light patterns with color flowing through them, as suggested by the moods and themes of the music.

TAKE YOUR CHOICE OF SURVEYS

February PULSE—15 out of 15 Top Once A Week Shows

			Program Average Rating	
			FEB.	JAN.
Phil Silvers	WHIO	Tuesday	49.8	47.8
$64,000 Question	WHIO	Tuesday	48.8	50.3
Godfrey's Talent Scouts	WHIO	Monday	47.3	
I Love Lucy	WHIO	Monday	47.3	
Ed Sullivan	WHIO	Sunday	46.6	45.6
Red Skelton	WHIO	Tuesday	45.0	42.3
Navy Log	WHIO	Tuesday	44.5	40.5
Climax	WHIO	Thursday	43.8	
Our Miss Brooks	WHIO	Friday	43.3	40.3
Godfrey & His Friends	WHIO	Wednesday	40.9	38.0
Burns and Allen	WHIO	Monday	40.3	
Highway Patrol	WHIO	Tuesday	40.3	38.5
Jackie Gleason	WHIO	Saturday	39.3	36.8
Mama	WHIO	Friday	38.8	36.5
Alfred Hitchcock	WHIO	Sunday	37.8	38.5

February ARB—10 out of Top 10 Shows

		Rating
I Love Lucy	WHIO	54.8
Ed Sullivan	WHIO	48.7
Godfrey's Talent Scouts	WHIO	48.7
Lassie	WHIO	44.0
December Bride	WHIO	42.8
$64,000 Question	WHIO	42.4
I've Got a Secret	WHIO	40.8
The Millionaire	WHIO	40.8
Robin Hood	WHIO	40.6
Navy Log	WHIO	40.4

February PULSE—5 Local Shows in Top Ten Multi-Weekly Shows*

			Program Average Rating	
			FEB.	JAN.
Little Rascals	WHIO	Mon-Fri.	23.8	20.2
Reporter, Sports Desk (6:30 P. M.)	WHIO	Mon-Fri.	21.5	18.3
Front Page News (11:00 P. M.)	WHIO	Mon-Fri.	16.5	17.1
Movie Matinee	WHIO	Mon-Fri.	16.0	
Tic Toc Shop	WHIO	Mon-Thu.	15.9	14.6

** Also—Patti Page (Nat'l spot)*
Search for Tomorrow (CBS)

No denying it, in the great WHIO-TV service area, everybody, but everybody, has eyes and ears for WHIO-TV first. George P. Hollingbery can give you amazing figures about the size, wealth, and set penetration of this great audience. And don't forget—to reach 'em and sell 'em, WHIO-TV is one of America's great AREA Stations.

Both Say WHIO-TV Gives You TOP Ratings!

CHANNEL 7 DAYTON, OHIO

whio-tv CBS

One of America's great area stations

something new...

Nothing in the syndicated film field approaches the stature or the scope of *Under the Sun,* new series of half-hour programs produced by the TV-Radio Workshop of the Ford Foundation, narrated by Pulitzer prize-winner William Saroyan and consisting of the best of Omnibus plus new subjects. The measure of this distinguished new series may be taken from the track record set by Omnibus. Twenty-nine major awards including a Peabody. More favorable critical comment than any other regularly-scheduled program. Sponsors like

"UNDER THE SUN"

J. P. Stevens & Co., Nash-Kelvinator, Aluminium Ltd., Scott Paper Co., Greyhound, Remington Rand. And a roster of authors and stars unparalleled in broadcasting history, thanks to the program resources available to the Ford Foundation Workshop.

Inheriting all these built-up, built-in values from the parent series, *Under the Sun* presents a truly rare opportunity for the sponsor who wants to sell goods . . . *and goodwill.* Get complete details and an audition print from **CBS TELEVISION FILM SALES, INC.**

Offices in New York, Chicago, Los Angeles, Detroit, San Francisco, Boston, St. Louis, Dallas and Atlanta. In Canada: S. W. Caldwell Ltd.

Tops in Indianapolis

THE top NETWORK PROGRAM
The first 15 all on WISH-TV

THE top SYNDICATED FILM PROGRAM
Amos 'n Andy

THE top FEATURE FILM PROGRAM
The Saturday Late Show

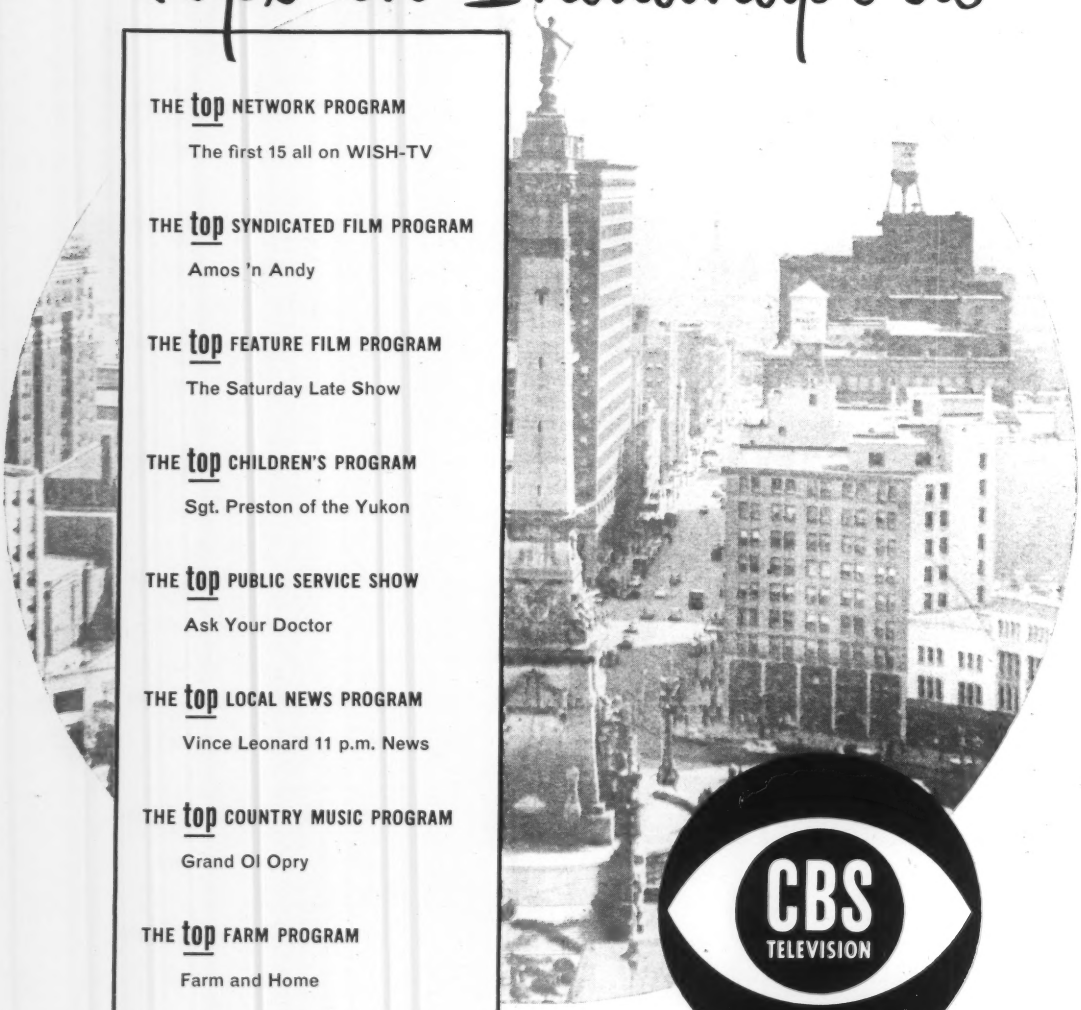
THE top CHILDREN'S PROGRAM
Sgt. Preston of the Yukon

THE top PUBLIC SERVICE SHOW
Ask Your Doctor

THE top LOCAL NEWS PROGRAM
Vince Leonard 11 p.m. News

THE top COUNTRY MUSIC PROGRAM
Grand Ol Opry

THE top FARM PROGRAM
Farm and Home



CBS TELEVISION

WISH-TV
channel 8

See the Bolling Company for availabilities

BROADCASTING TELECASTING

March 19, 1956 Vol. 50, No. 12

RCA-NBC, CBS CONTROL FCC, CONGRESSMAN EVINS CHARGES

House Small Business Subcommittee subpoenas firms to produce all correspondence with FCC since Jan. 1, 1953, sets hearing for Tuesday. Accusations came after conference with top Commission officials at which, congressman says:

- **McConnaughey called himself 'weakest' federal chairman**
- **Without authority even to hire or fire personnel**
- **Aide L'Heureux voiced fears of industry reprisals**
- **And said networks could cause firing of FCC staffers**

RCA-NBC and CBS Inc. were accused last week by a House subcommittee of "controlling FCC policies" through "intimidation" of Commission personnel. Simultaneously, the congressional group issued subpoenas calling on NBC and its parent organization and CBS to appear at a hearing tomorrow (Tuesday) morning with records of all their respective communications with the FCC since Jan. 1, 1953.

Acting on complaints he said were confirmed by FCC Chairman George C. McConnaughey and two FCC assistants, Rep. Joe L. Evins (D-Tenn.), chairman of a subcommittee of the House Small Business Committee, subpoenaed the network organizations to appear with records of all their communications with the FCC —written and oral—for the past 37 months.

Rep. Evins stated that in a recent conference with Mr. McConnaughey the FCC chief described himself as perhaps the "weakest" chairman of any among federal regulatory agencies in his powers over personnel and establishment of policy. "He insisted that he did not have even the power to hire and fire," Rep. Evins declared.

The Tennessee Democrat said Chairman McConnaughey, his recently-appointed assistant, Robert D. L'Heureux, and FCC General Counsel Warren E. Baker, "lent their voices to information previously received by the House Small Business Committee relating to control over the staff of the FCC." Any such control or degree of undue influence by the networks on FCC policies "would appear to adversely affect small business and be contrary to the public policy and the law," he said.

In his statement released late Thursday, Rep. Evins said at the same conference Mr. L'Heureux "indicated fear of reprisal from members of the industry which FCC is supposed to be regulating." He said Mr. L'Heureux told him that names of FCC staff personnel "who prepared specific memoranda should not be divulged because if their names were known in instances where they had taken positions unfavorable to the networks, the networks would see to it such staff personnel were fired."

Rep. Evins presumably referred to answers being supplied by the FCC to a questionnaire sent to the agency by the congressional subcommittee several weeks ago [B•T, Jan. 30, 23].

"These allegations to the FCC to the effect that the networks have the power to hire and fire those who do not vote or speak in the networks' interests are a serious matter and demand an immediate and thorough investigation," Rep. Evins said.

"Therefore, I have issued subpoenas as one of the steps in our resumption of hearings in this continuing investigation of regulatory agencies and in an effort to serve the interests of the public and small business."

The subpoenas issued Thursday to the respective secretaries of RCA-NBC and CBS Inc., John Q. Cannon and Julius F. Brauner, called for (1) all records relating to any matter before the FCC for adjudication or consideration since Jan. 1, 1953, and (2) all records concerning employment of persons by the FCC, from the same date. Both written and oral records were requested.

One network executive told B•T Thursday evening such a request involves a "truckload" of material.

A similar reaction came from the FCC upon its receipt of the lengthy questionnaire from the Evins subcommittee several weeks ago—one FCC executive declaring: "If they really want this information in this form, we'll have to close up shop for six months." The questionnaire to the FCC asked for a detailed list of every tv grant—hearing cases and all—since Jan. 1, 1953, plus exhaustive information about personnel handling such cases and a list of FCC executives, with their salary grades and positions and the cases they have handled [B•T, Jan. 30].

The Evins subcommittee announced in January that it would investigate specific complaints charging "interference by the Executive Branch" in FCC decisions on radio-tv grants and other broadcast actions [CLOSED CIRCUIT, Jan. 23].

Everette MacIntyre, chief counsel of the parent committee, said at that time the subcommittee not only would look into direct interference in FCC decisions, but would examine the question of whether the FCC and other regulatory agencies "actually are independent" and would study concepts of law governing their functions as quasi-judicial, quasi-administration bodies.

Members of the subcommittee, which has jurisdiction over small business matters in industries subject to federal regulatory agencies, are Chairman Evins and Reps. Sidney R. Yates (D-Ill.) and William M. McCulloch (R-Ohio). The parent committee is headed by Rep. Wright Patman (D-Tex.).

It was understood that George L. Arnold, assistant counsel and investigator for the parent Small Business Committee, is counsel heading the probe into industries regulated by the FCC and other federal agencies. Mr. Arnold is the son of Thurman Arnold, former assistant attorney general and senior law partner in the Washington law firm of Arnold, Fortas & Porter. He also is a son-in-law of commentator-columnist Drew Pearson.

Rep. Evins first announced last summer that the subcommittee had "vague" plans for investigating charges of wirepulling and interference with independent regulatory agencies by the Executive Branch and by political committees [B•T, July 25, 1955]. He said then that whether activities in the FCC would come under investigation depended on the extent to which other congressional groups delved into this same subject and on the subcommittee's own press of business.

EMBARRASSING QUESTIONS POP UP ON HILL

Mr. McConnaughey

FETTERED?

FCC chairman allegedly told Rep. Evins law prevents him from hiring, firing staff, hence sorely restricts his authority over that federal agency.

FEARFUL?

FCC legislative liaison man reportedly said networks would see to it FCC staffers were fired if their anti-network positions became known.

Mr. L'Heureux

FLOOD OF ADVERSE COMMENT HITS RADIO-TV COMMERCIALS

- **FTC commissioner predicts congressional investigation**
- **McConnaughey tells broadcasters to clean house**
- **Brooklyn D. A. puts 24-hour watch on 'bait' advertising**
- **Congressman laces broadcasters for loud commercials**

RADIO and television took it on the chin last week as a host of orators, writers and just plain commentators peppered the industry.

The object of the tumult and the shouting?

Overcommercialization. Advertising abuses some called it; false and fraudulent commercials, other taunted.

Even the decibels of advertising spots came in for a scolding.

And, tv commercials came in for blame (or praise, depending on how you look at it) in two new quarters: Dental cavities and, allegedly, as driving people back to the movies.

It was just one month after the first attacks on the purported overcommercialization of radio and tv [B•T, Feb. 27, 6] that the second round gong sounded. Last week, radio and tv took a battering from the following:

• Federal Trade Commissioner Lowell Mason. Mr. Mason, in a righteous, highly-articulate speech predicted that the FTC would be called upon by Congress to investigate the whole area of radio and tv advertising "abuses." This will entail monitoring, he said.

• FCC Chairman George C. McConnaughey. Mr. McConnaughey warned, as he has warned before, that broadcasters must clean their own house or Congress will legislate FCC jurisdiction over commercials and advertising time ratios.

• Kings County (N. Y.) District Attorney Edward S. Silver. Mr. Silver disclosed that he had set up a battery of radio and tv receivers to monitor round the clock advertising on the air for "bait and switch" copy. Offenders will be prosecuted, he said.

• Rep. Craig Hosmer (R-Calif.). Mr. Hosmer complained to the FCC about "loud commercials."

• Jerry Wald, Columbia Pictures vice president. Mr. Wald believes that overcommercialization, and "uninspired entertainment" are sending people back to cinema playhouses.

• Dr. William W. Demeritt Jr., Chapel Hill, N. C., dentist. Dr. Demeritt blamed the attractiveness of tv commercials in behalf of sugar-laden soft drinks and confections for the mounting incidence of youngster's dental cavities.

• On the horizon is a slashing attack of "crime and violence" on tv scheduled for the April issues of the *Reader's Digest* and *Parents' Magazine* and a series on radio-tv's advertising "abuses" by Edward J. Mowery, *New York Herald Tribune* special writer.

The latest assault on broadcasting opened early in February when Sens. Warren G. Magnuson (D-Wash.) and A. S. Mike Monroney (D-Okla.) quizzed FCC Chairman McConnaughey on what Sen. Magnuson called "false and fraudulent" advertising [B•T, Feb. 6].

It continued two weeks later with admonitions raised by FCC Comrs. McConnaughey and Robert E. Lee [B•T, Feb. 27].

Even before that the battle was joined by Rep. John W. Heselton (R-Mass.), who has sponsored a bill (HR 5741) to give the FCC power to require program-commercial time ratios.

Combat has appeared within the FCC: A dozen or more radio stations have had their license renewals held up while the FCC looks into what is alleged to be their program "imbalance." Comrs. Lee and John C. Doerfer have dissented individually in license renewals in two cases, also involving purported program "imbalance."

The latest incursions were kicked off by FTC Comr. Mason. Addressing the Harvard Marketing Club in Cambridge last Monday, Mr. Mason reviled what he called the "pitchman in the parlor" type of radio-tv advertising.

In an interview with Mr. Mowery, Mr. Mason was quoted as stating he would recommend a $1 million expenditure for a "comprehensive" federal monitoring system to "clean it up."

This was followed by a reported admission by Mr. McConnaughey that a "very definite" possibility exists that Congress will amend the Communications Act to require the FCC to regulate radio and tv programming. Mr. McConnaughey, however, was quoted as saying he feared the worst unless the industry cleans up these abuses committed by a minority of broadcasters.

Mr. Mowery told B•T that he was working on a series on fraudulent advertising on the air and that he was struck by the "vulnerability" of radio and tv to these charges. He said he was also impressed by the "accent" of the criticisms on the small operators who apparently were doing most of the "abusing."

Mr. Mason told B•T last Thursday he had received responses from all over the country to his Cambridge talk. All were commendatory, he said. The subject is a "hot one" right now, he said, and the alleged abuses "need attention." He said there is a groundswell of public protest and that the subject is very much in the consumers' mind.

Mr. Mason said he got the idea for the subject of his speech while reading about the Senate Commerce Committee's interest. He also said he was the FTC's liaison member with the Better Business Bureau and that he had asked that organization for examples of advertising abuses to leaven his speech.

"A word is like a blank check," Mr. Mason said. "It doesn't mean a thing until you endorse it within the context of a sentence."

He said he may expand on the "unfair acts and practices" theme in two speeches he is scheduled to make. He speaks at Temple U., Philadelphia, April 21, and at the U. of Richmond, Va., May 8.

In referring to his concern with advertising, Mr. Mason declared that the broadcaster has a responsibility for what goes over the air.

The FTC, it was determined, keeps no score on complaints involving the different media. In 1955, it received about 2,500 complaints from the public or from business competitors. Cited were advertisements—and many of them involved all media. The FTC has outstanding, a spokesman said, 4,000 orders to cease and desist, 8,000 stipulations, and 2,000 trade practice rules. It maintains a corps of attorneys to check compliance with these orders and they check all media. If any one medium can be picked out as the most offensive in advertising abuses, another source declared, it is pulp magazines.

Late in 1954 and in the first half of 1955, bait and switch advertising on the air was attacked by many agencies. These included the Better Business Bureau, a New York grand jury and the Assn. of National Advertisers, among others.

RADIO-TV HUCKSTERISM SET FOR CRACKDOWN—MASON

PREDICTION that the Federal Trade Commission will be called on to investigate radio-tv advertising and promotion was made last week by senior FTC Commissioner Lowell Mason in a speech to the Harvard Marketing Club in Cambridge, Mass.

In a pungent discussion of advertising abuses on the air—replete with "horrible" examples culled from Better Business Bureau sources—Mr. Mason said that the next session of Congress would direct the FTC to "make an exhaustive survey of that phase of the radio and television industry bearing exclusively on the advertising and promotional techniques used by broadcasters.

"And I predict this will be an investigation in depth. By that I mean not just a survey of monitored broadcasts. This would give only the effects and not the causes."

No doubt the basic cause is economic, Mr. Mason deduced. He called attention to what he called the "post-war inflation" of am stations—from 956 in 1945 to 2,935 in 1955. Fm moved from 50 to 540 and tv from zero to 465.

COMR. MASON

"Gone are the days," he said, "when stations were so few they could sit back and ponder the social benefits to be derived from the advertiser who stood, checkbook in hand. The boys with the hard sell look pretty good with their offer to pay on a PI, or per inquiry, basis. It's a far cry from the way the papers and periodicals sell their space. Can you imagine any well-established daily selling a page and taking its compensation on a PI basis?"

Some stations are careful about the products they handle, Mr. Mason said, "but the natural predisposition is to countenance the promotion that brings in the inquiries, even if it has the capacity and tendency to deceive the public.

"I am inclined to believe the urge to accept this kind of sales talk is less when time and facilities are sold on a straight or card rate basis."

He questioned the use of commentators in delivering commercials. "What is the impact on commerce," he asked, "when a commentator implies impartiality and an expertness in his endorsement of a product, when neither is true?"

The answer, Mr. Mason believes, will be some method of automatic sanctions. One method, Mr. Mason said, may be the denial of the use of the air to advertisers who have been ordered to cease and desist by the FTC.

Referring to advertising abuses on the air as

"huckstering in the home," Mr. Mason said the Better Business Bureau found that the most questionable advertising on television was caused by promotions of home appliances, used cars, radio and tv sets, music and apparel. Over radio, the most questionable commercials were about used cars, home appliances, apparel, home furnishing, jewelry, radios and music, he reported.

In one of his examples, Mr. Mason cited the case of a "mystery tune" promotion for storm windows in an eastern town. A group of BBB members sent in identical letters identifying the tune as "The Star Spangled Banner" (Mr. Mason said he thought the tune was "The Old Folks at Home"). Each of the letter writers received a congratulatory letter with a $100 discount certificate, Mr. Mason said, informing them that they had guessed the right tune. In addition, the FTC member declared, the BBB found that the storm windows could be bought for "slightly below" the prices quoted on the air after the so-called discount.

"The American home is being deluged from morning until night with spurious tv-radio advertising claims, gimmicks and the clamor of the shills," Mr. Mason declared. "With the tremendous force exerted by this merchandising evident, we no longer can assume that the abuses are trivial and will be corrected somehow, someway, sometime by somebody.

"Viewers and listeners are undoubtedly being bilked of fabulous sums and the industry is letting itself be strangled by the sharpshooters. The situation cries for corrective measures."

Mr. Mason praised the work of the Tv Code Review Board as having accomplished "some good" in cutting down "the bump and grind girls, leg art, beer guzzling and cigarette gasping, but as for doing any effective work in preventing the kind of misleading advertising that the Federal Trade Commission could stop if it had the money, I would say the Board works at an extremely low point of visibility."

He chided the Board for not never having rescinded the seal for bait and switch advertising. "I doubt if the seal has accomplished anything besides giving a false sense of security to the gimmick purchaser who sees it in close proximity to some very elusive promotions," he observed.

IT'S TIME TO CLEAN UP, McCONNAUGHEY WARNS

WARNING that pending legislation in Congress to control commercial time on the air is a signal that broadcasters better get busy and clean up their own house was sounded Friday by FCC Chairman George C. McConnaughey.

Mr. McConnaughey aired this admonition in a speech before the Ohio Assn. of Radio & Tv Broadcasters in Cleveland. His speech was entitled "Licensee Stewardship."

Referring to Federal Trade Commissioner Lowell Mason's observation earlier in the week that he would recommend a $1 million appropriation for a comprehensive FTC monitoring system for all broadcasts (see preceding story), Mr. McConnaughey said:

"If such a bill becomes law, it will be mandatory for the Commission to enforce it. In order to do so, the Commission will by necessity have to set up some program criteria in its rules that shall be applied to all broadcasts. This will also require monitoring. When we get to this point your child is already in juvenile court and sentence has been passed. From then on he will be under surveillance and his life will be government supervised. I do not want this to happen to the broadcast industry."

Mr. McConnaughey continued:

"Let me suggest that instead of so much emphasis being placed upon profits, set sales, percentage of advertising and commercial progress, that you stress your public service accomplishments that have not received adequate publicity and build a record of public service that cannot be successfully challenged. You can not only afford such a program but you cannot afford not to expedite it on a crash basis."

The trend seems to be toward overcommercialization "to the prejudice of public service," Mr. McConnaughey said. He disavowed any intent on the part of the FCC to censor programs but called attention to the fact that at renewal time the Commission looks to see if the licensee has been operating in the public interest.

"The argument has been advanced," Mr. McConnaughey said, "that the regulation of the amount of commercialization is not censorship" since it does not impinge on program content. "This may be a tenable argument but it has not been adopted by the Commission," he added.

"The fact that such legislation is presently under consideration should be sufficient notice to broadcasters that affirmative action on their part to correct this abuse is long past due," Mr. McConnaughey declared.

He cited questions and observations on this subject made by Sens. Warren G. Magnuson (D-Wash.) and A. S. Mike Monroney (D-Okla.) at the Feb. 7 hearing before the Senate Commerce Committee [B•T, Feb. 13].

Mr. McConnaughey concluded with a recommendation that all broadcasters belong to their state association. "This is imperative for self-discipline in a voluntary association which should be closely knit and sensitive to the problems of all its members," he said.

BROOKLYN D.A. KEEPING 24-HOUR WATCH ON 'BAIT'

AS part of a new campaign against so-called "bait advertising" on radio and television, the Kings County District Attorney's office in Brooklyn has set up a battery of nine television sets and 13 radio receivers in the Rackets Bureau building to monitor the airways for evidence of "fraudulent and misleading advertising." Kings County District Attorney Edward S. Silver announced last week that this monitoring has been conducted for about two weeks on an around-the-clock basis, and at the same time, charged that radio and tv "pitchmen" have "victimized hundreds of low income group citizens" in recent months with "bait advertising."

He said his office is gathering evidence of such fraudulent practices and will prosecute persons responsible. Mr. Silvers noted that he had called a meeting "about a year ago" of representatives of New York area radio and television stations to obtain their cooperation in eliminating misleading advertising on radio and tv. He said they had promised to police their own industry, but claimed that "these promises have not been carried out."

A spokesman for Mr. Silver told B•T that he could not designate the stations, which in the judgment of the Kings County District Attorney's office, carried "bait" advertising. He declined to specify whether "a few" or "many" radio and tv outlets in the New York area broadcast "fraudulent and misleading" commercials. He also would not reveal if Mr. Silver planned formally to make a report to the FCC on the evidence that is uncovered.

Mr. Silver was critical of the FCC in his formal announcement giving details of the campaign against "pitchmen." He declared:

"The tv and radio stations are licensed by the government through the agency of the FCC, which has a real responsibility to the people not to permit the airways to be used to the citizens' detriment. But their machinery is slow and cumbersome. They are not alert to the situation. In my opinion, they are not doing their job."

Mr. Silver revealed that in the past several months he has been receiving "an increasing number of complaints from Brooklyn residents, indicating they have been taken in by certain on-the-air advertisers." He added that "these victims are in the lower income group and can least afford to be taken in."

As an example of "bait advertising," Mr. Silver cited a radio commercial for storm windows at $7.70 each, with one window free for an order of at least six. He claimed that the commercial stressed "no down payment" and the lapse of three months before the buyer would begin paying in installments of 50 cents a week.

Investigations by his office, Mr. Silver continued, disclosed that the purchaser actually signed a contract with a $10 down payment on eight storm windows for a total cost of $435, which, he claimed, was "actually about nine times the price of the advertised product."

Mr. Silver said that 20 members of the racket

FELLOWS CONCURS ON BAIT ADVERTISING

NARTB's Harold Fellows agreed with FTC Comr. Lowell Mason that bait-switch advertising must be eliminated. He called attention to the incorporation in the Tv Code of a provision "adjuring against such advertising, which the association considers fraudulent."

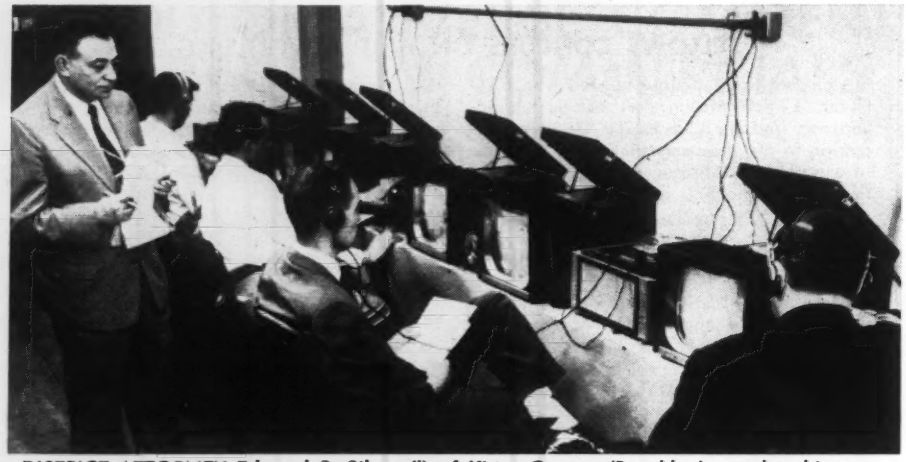
In a statement issued Thursday, Mr. Fellows said he had read Mr. Mason's speech. He added:

"Insofar as that portion of his speech is concerned, it might have been made by any official of the National Assn. of Radio & Tv Broadcasters . . . The national association has stated its position with reference to bait-switch advertising and that position is the same as Comr. Mason's: We want to see it eliminated.

"The commissioner errs, however, when he states that 'the Television Code Review Board works at an extremely low point of visibility.' The Code Board anticipated the commissioner's own indignation about this matter by incorporating in the Code, within the past year, specific language adjuring against such advertising, which the association considers is fraudulent.

"I will not debate the commissioner's viewpoint as to the effectiveness of the Code or of the Radio Standards of Practice, except to observe that I honestly don't believe he is as well informed on this subject as he is on the major burden of his statement. The implication that the practice of bait-switch is limited to the broadcasting industry is not supportable either. Most of the broadcasters in the nation, nevertheless, will applaud his analysis of the problem.

"The Federal Trade Commission's own responsibility in the matter is well defined by law, and I do not believe any progressive and thoughtful broadcaster in the nation will object to the exercise of any sanction that exists under that law."



DISTRICT ATTORNEY Edward S. Silver (l) of Kings County (Brooklyn) watches his team of racket squad officers monitor New York radio and tv stations for evidence of fraudulent advertising. Mr. Silver threatens prosecution.

squad have been assigned in relays to the monitoring detail on an around-the-clock basis. He warned that prosecutions will begin as soon as recorded evidence is gathered against "commercial frauds and sharp practices." He said his staff already had obtained six convictions for misleading and fraudulent advertising since Jan. 1.

An earlier campaign against "bait advertising" was launched by Mr. Silver in late January 1955 [B•T Jan. 31, 1955]. In subsequent weeks, he held meetings with executives of New York area radio and tv stations and was assured by them that stations would cooperate with him in eliminating misleading advertisements from the air.

TURN DOWN COMMERCIALS, REP. HOSMER ADMONISHES

"LOUD" commercials have aroused the ire of Rep. Craig Hosmer (R-Calif.). He wants the FCC to do "whatever needs to be done" to "protect" radio and tv listeners from the "imposition of these excessively loud commercials."

In a letter to the FCC March 9—and disclosed by the Republican congressman last week—Mr. Hosmer said:

"Everyone has experienced many times the adjustment of his set to an agreeable sound level during the entertainment portion of a program, only to be blasted unmercifully by the noise of the commercial."

He said he thinks advertisers "deliberately" prepare their commercials so as to be particularly distortion free, permitting radio and tv stations to increase sound volume during commercials in "feigned compliance with the Commission's regulations."

The alleged practice is "irritating and obnoxious," the Californian said.

Mr. Hosmer told B•T he was not at the bill-introducing stage yet; he's generally against government regulation and "hammer-sledging" with bills, etc. This campaign, he said, was more or less personal. He said the purported excessive volume of commercials awakens his children. He said he had already received commendatory letters from various citizens.

DENTIST BLAMES TV FOR CHILDREN'S CAVITIES

AND now, tv commercials are blamed for dental cavities.

Tempting tv commercials luring three and four years olds to soft drinks, sugar coated cereals, candy bars, ice cream and chewing gum have been instrumental in the rising rate of tooth decay in youngsters. So said Dr. William W. Demerat Jr., Chapel Hill, N. C., before the District of Columbia Dental Society's 24th annual postgraduate clinic in Washington, D. C., last week.

The effect of tv is already apparent in the teeth of younger children, Dr. Demerat said. This same problem did not arise with the advent of radio, he explained, because children in that era "did not have the same interest in listening to radio as they do in watching tv."

ONLY MINORITY OFFEND, COCA-COLA EXEC MAINTAINS

THOSE attacks on so-called overcommercialization in radio and tv, made by the Senate Commerce Committee members last month, are really directed to only a miniscule segment of advertising, Felix H. Coste, vice president and marketing director of the Coca-Cola Co., told the Washington (D. C.) Ad Club last week.

"Certainly there are charlatans in advertising," Mr. Coste said "There are quacks in medicine, ambulance chasers in the law, and usurers in finance."

"The advertising business has done an outstanding job in raising and enforcing ethical standards since 1915," Mr. Coste added. "... But so long as these cancers exist, however small they may be, they alienate the consumer; they contaminate those around them and they cast some doubt on all of us. We must in the future be even more efficient in policing our business. We must find some means within our own ranks of exposing and holding up to public ridicule the nefarious practices we despise. We must stamp out such practices before they can become subject to congressional inquiry."

TV OVER-COMMERCIALIZATION UPS MOVIE ATTENDANCE—WALD

EXCESSIVE television advertising is driving people back to the movies, according to Jerry Wald, executive vice president of Columbia Pictures Corp., who told the American Cinema Editors in Hollywood that tv actually has been only one of a series of crises in movie history. Citing a $30 billion leisure time market, he said, "there is enough for all media."

Speaking at an ACE dinner honoring film editors nominated for both the tv industry Emmy and movie industry Oscar awards, Mr. Wald observed television "is currently squawking and wetting its electronic diapers. Television is actually serving as a propellant which is sending people back to the movie theatres to get away from the plethora of one-minute spots, supercharged and mind-splitting appeals to phone now and uninspired entertainment with an old fashioned formula."

FALSE ADS BRING JAIL TERM FOR L. A. USED CAR DEALER

BECAUSE of false advertising of automobiles on local television, a Los Angeles used car dealer has gone to jail after failing to win probation from Municipal Judge Byron J. Walters. The dealer, Jack Tankersley, owner of the defunct Farmer Jack Corp., was convicted earlier on two counts of false advertising after Better Business Bureau shoppers testified they were not able to buy cars at the low prices advertised. Mr. Tankersley and the firm each were fined $1,000 and the dealer received a six month jail sentence.

'DIGEST' ARTICLE ATTACKS TV 'CRIME,' 'VIOLENCE'

A NEW attack on so-called crime and violence on tv—especially in children's programs—is due to hit the newsstands this week.

It is an article in the April *Reader's Digest* (due out March 21) entitled "Let's Get Rid of Tele-Violence." The same article is scheduled to appear in the April issue of *Parents' Magazine* (due out next week). The *Digest* article is purported to be a reprint of the *Parents' Magazine* article. *Parents' Magazine* is understood to hold the copyright. The article was written by Don Wharton, freelance writer, on commission by the *Digest*, it was understood.

The NARTB's Thad H. Brown, television vice president, in a March 15 letter to tv members, termed the article "vicious" and "one-sided." Basically, Mr. Brown said, it is a rehash of "certain" testimony before the Kefauver subcommittee investigating juvenile delinquency and the report of that subcommittee "taken completely out of context and pointing up only the most negative aspects."

Early this year, Sen. Kefauver's committee issued a report on its finding which expressed the thought that although there was no direct link between radio-tv and juvenile delinquency there was a "causal" relationship [B•T, Aug. 29, 1955].

Mr. Brown related that as soon as NARTB learned of the article it sought a meeting with *Digest* editors. This occurred (with Mr. Brown, Robert K. Richards, NARTB public relations counsel; Edward H. Bronson, Tv Code director; Joseph M. Sitrick Jr., manager, publicity and informational services in attendance), Mr. Brown disclosed, but too late; the April issue already had been printed and bound.

The meeting was amicable, Mr. Brown reported, and the NARTB group pointed out in detail the errors in the article. A presentation in writing is underway, Mr. Brown related, with the hope that the publication will see fit to print the other side of the story.

The slashing attack on tv "crime and violence" ends with the call for readers to protest to sponsors, stations' managers, the Senate Commerce Committee and the FCC. It indicates that stations themselves will not meet the alleged problem (excessive violence) without prodding from the public.

ANA DELEGATES ANTICIPATE CONTINUATION OF 15% FEE

Advertisers in convention at Hot Springs, Va., last week expect:

- **No disruption in the current pattern of ad buying**
- **Trend toward broadening of agency marketing services**
- **Little prospect of a fee-chopping battle among agencies**

ADVERTISERS will continue to do business with their agencies and with media on roughly the same 15% fee basis for a long time, despite the Dept. of Justice consent decree, judging by a consensus of major advertisers.

Any talk of an imminent revolution in the way advertising is bought was quickly dispelled last week at the Assn. of National Advertisers spring convention at the Homestead, Hot Springs, Va. Three days of meetings, plus two closed-session huddles devoted to the consent decree with the American Assn. of Advertising Agencies, left these impressions:

• Broadcasters will still get their payments from advertisers minus the traditional 15%, or something close to that figure.

• A trend toward broadening of agency functions into a general marketing service, under way in recent years, will be speeded up by the decree.

• Advertisers aren't going to discourage agencies from collecting their usual 15% from media, but they will willingly pay special service fees above 15% for marketing, research and similar services.

• The fees paid will be based on individual contracts between advertisers, agencies and media. No organized policy is involved, and ANA members won't even discuss the subject openly on a group basis or as spokesmen for their companies. They're not going to get caught in any advertiser consent decree.

• There's no immediate prospect of a cut-throat, fee-chopping battle among agencies. Most advertisers figure the long-time 15% agency payment plan has been satisfactory, in general, but they don't mind paying out of their own pockets for extra agency services of a skilled nature.

• In any case, the nation's economy of abundance is keyed to successful advertising, and the creative services supplied by agencies mustn't be ruined by fee chiseling, advertisers feel.

Summing up the opinions of individual advertisers, after hours of closed-door talking, Edwin W. Ebel, advertising and consumer relations vice president of General Foods Corp. and ANA board chairman, gave these views as panel moderator:

"Advertising has made a major contribution to our enviable economy. Agencies have contributed greatly to advertising and marketing. The commission has provided rewards for agencies where reward is due.

"However, the commission system is no longer immutable either as a practical or ethical matter. Without a fixed compensation system each of us can determine the service that is fitting to our individual needs. The service is more important than the fee. We have a chance to improve on the commission system.

"Any new fee plan will require the advertiser to distinguish between the quality of available skills—the skills that go into marketing and advertising planning and preparation.

"The commission system, which just grew into being, has served advertising well for a long time. Let's not go hastily tearing down arrangements which have been satisfactory until we are sure we have a better one to take its place."

Paul B. West, ANA president, took part in the panel discussion. With him were Gilbert Weil, ANA general counsel, and Ira Rubel, accountant and consultant. Other panel members were Don Frost, Bristol-Myers; Fred Bowes, Pitney-Bowes; George E. Mosley, Seagram Distillers Co.; J. B. McLaughlin, Kraft Foods; David F. Beard, Reynolds Metals; Henry Schachte, Lever Bros.; Ralph Winslow, Koppers Co., and George Frost, Cannon Mills.

ANA members and their guests, totaling over 500, concluded what officials of the association called their most successful spring meeting. Thirty-six new members were present.

While radio and tv were discussed, principal interest centered around the consent decree impact on advertisers. A majority of the formal speeches were devoted to advertising, sales and marketing techniques.

A "brainstorming" session was held Thursday afternoon after Willard Pleuthner, BBDO vice president, explained this conference technique of ordered thinking. Bristol-Myers, Corning Glass, General Foods and General Motors are among corporations that use this method to generate ideas.

Mr. West, summing up the agency fee discussion, saw no "drastic changes in the near future," since long-time customs aren't likely to be dropped suddenly. The standardized agency fee, and terms of payment, have served "reasonably well," he said, with advertisers now asking more and more services from the agency—needs that have been met "for the most part within the framework of the 15% commission, on a buyer and seller basis." These needs will continue as it becomes necessary to sell goods and services on an expanding scale, he said, and will guide what kinds of agency and media services will be provided in the future.

He said individual media will continue to determine the kind and character of communications vehicle to be provided advertisers as well as the price and terms. As to advertisers, he said, "It will continue to be in the future as it has been in the past, the individual responsibility of each individual advertiser to determine what kinds of services he will require and get from the agency; to determine what the value of those services performed by the agency is to the company; to determine what price he is willing to pay for such services and on what terms."

And as to agencies, he said, "it will continue to be in the future as it has been in the past, the individual reponsibility of each individual agency to determine what kinds of services it will provide its clients and what the scope and character of those services will be; to determine more precisely what the costs of specific services are; at what price and on what terms they will be provided for the client."

Mr. West added, "I believe the advertising business will continue to grow and prosper in the healthy American tradition of free competitive private enterprise and that there are no problems that cannot be solved to best advantage all around by fair dealings between buyer and seller and by good business conduct that will stand examination legally and ethically."

Conceding there is "a profound difference" as a result of the consent decree, Mr. West said it seems clear "the organized national advertising structure" alleged by the Dept. of Justice to have existed since about 1917 is no longer debatable as to its merits or shortcomings, whether on grounds of ethics, or any other grounds." This isn't startling, he said, since in reality the fees paid have been the individual responsibility of media and agency, "and not a responsibility to be defaulted or to be delegated to an organized body."

AMONG delegates at the Assn. of National Advertisers meeting (l to r): Don Frost, Bristol-Myers; David F. Beard, Reynolds Metals; Arthur Walsh, Southern New England Telephone Co.; Les Aue, Drackett Co.; J. L. Barowsky, Adell Chemical Co.; W. G. Power, Chevrolet Motor Div.; William B. Smith, Thomas J. Lipton Inc.

Only time and custom will determine whether the traditional 15% commission, or discount, continues, he said, adding that time will tell whether any standard commission plan will be maintained voluntarily by voluntary actions of individuals.

Mr. West summed up the advertiser's situation this way:

"It is clearer now than it has been at any time in the past, that the key to the problem of responsible advertising management is in the procedures, and the ways and means now being developed by the ANA's Advertising Management Committee for better planning, better organization, better administration, better measurement. This, I believe, is bound to lead to better agency relations, and this in turn will pave the way to more productive and more profitable advertising.

"In my best judgment, the results of the action of the Dept. of Justice sum up this way: With the experience and resources now available including, of course, your organization, the ANA, any responsible advertising manager

should be able to determine with greater clarity and precision than heretofore and from the long range as well as the immediate view, what kinds of services he needs from his agency and a fair estimate of what those services are worth to his company. On this basis, the matter of working out a written agreement that will be mutually satisfactory to the company and to the agency will, in due course, I believe, resolve the question of agency compensation.

"The efforts now being made in this direction by leading advertisers and leading agencies hold high promise that the almost critical need of American industry for the full power of creative advertising to maintain our free enterprise economy on a sound and expanding basis will be met. This, I believe, will be done by agencies working in close cooperation with their clients and that over a period of time there may evolve a pattern of agency remuneration that can be more advantageous and more profitable than the old system, for agencies, for media and for advertisers, alike."

ANA has started an advertising management project to work out basic concepts and techniques.

The story of Ban's (deodorant) successful introduction, backed by radio and television promotion and an extensive planning program, was told by Richard K. Van Nostrand, assistant advertising director of Bristol-Myers Co. "The last, but undoubtedly the most important part of our media structure," he said in outlining the BBDO campaign, "was a redhead by the name of Godfrey. Arthur took this product to his bosom and sold as only he can to his daytime television and radio audience and soon had them champing at the bit to go out and buy Ban. And, they did just that."

Nighttime tv—*Four Star Playhouse* and *Alfred Hitchcock Presents*—also was used to promote Ban.

The result—"Ban moved in eight months to the No. 3 spot in drug sales and Bristol-Myers into leadership in the deodorant field," Mr. Van Nostrand said.

Sudden Change Deplored

Speaking on advertising's ability to introduce automation into marketing, Don C. Miller, vice president of Kenyon & Eckhardt, warned that effectiveness of an advertising campaign can be crippled by making "drastic changes in mid-stream." He noted that tv, magazines and outdoor advertising have fixed parts or long-term commitments.

Mr. Ebel, moderator of the consent decree discussion, noted the trend toward broadened marketing activity among advertising agencies and added this warning: "Let's not let our broadened marketing responsibility lessen our awareness of the opportunity to increase the effectiveness of advertising by better advertising, by originality, by greater creativity, by greater believeability, by greater persuasiveness, by greater interest, by more skillful use of media, and let's not forget the prime requisite of advertising—sticktoitiveness."

Mr. Ebel reminded advertising men of their "opportunity and responsibility to keep the manufacturer doing the right kind of a job on the consumers." He said "marketing agencies must keep in mind the long-range advertising point of view as well as the sales short-term point of view. Let's not lessen our awareness of the major role that consumer advertising plays in marketing."

Giving a "road map" of tv markets, costs and strategies, T. R. Shearer, A. C. Nielsen Co. vice president, compared the merits of exclusive vs. shared sponsorship. He said only 38% of all programs in 1955 were the exclusive property of one sponsor compared to 72% in the spring of 1953. This involved an increase from 18% to 45% in the number of shared-sponsorship programs and an increase in the number of participating programs.

Mr. Shearer showed how a $300,000 investment in two programs reached 49% more homes than a single program. He said summer ratings are 67% of the peak winter ratings and cited re-runs and replacement programs which more than offset any loss in audience.

Program competition is rough, he said, with only 47% of the programs that appeared during the 1954-55 season still on the air—a mortality rate of 53% in one season. With each successive year on the air, the chances for survival increase, he said, and 91% of the programs that survived from 1951 through the 1954-55 season were also on the air during the 1955-56 season.

In a series of charts, he showed the motion of the tv audience. One example showed that from 8:25 to 8:35 p.m., in a multi-network area, over 6 million homes (18%) changed networks. An hour later that same night, one network lost 7 million homes in 10 minutes, with a second network picking up over 6 million of these homes.

"You should not make big business decisions on one or two ratings," Mr. Shearer warned. "The nature of tv is such and the nature of the living habits of the people is such that the first rating of the season or the last one before renewal time means little." He said extreme swings in the ratings due to unusual circumstances are a trait of tv which must be recognized.

"The last rating and the fast rating properly serve the show business count-the-house side of your business," he said. "But when you make your investment decision, carefully appraise all of the many factors that must be considered, including the long-term performance of the program."

About 75% of all homes have tv sets, Mr. Shearer said, with ownership ranging from 53% in the South to 86% in the Northeast; by county size from 55% in the C and D (smaller) counties to 87% in the 21 largest.

He compared different ways of using spots and programs to reach the highest proportion of homes or special types of audiences. In one case, he said seven nighttime programs in four weeks, costing $1.2 million, reached 32 million, or over 90% of the tv homes, and 11.4 minutes of commercial time were delivered to the average home.

Gerald Light, advertising-sales promotion director of CBS-Columbia, said the company's "soft-sell" advertising technique has helped bring the brand's position "from the all-other brands spot on the survey sheets to within the top 10 in areas where the sets are distributed." He said that in New York the brand moved from 30th to sixth or seventh position in three years.

Explaining that soft-sell or likeable-sell ads frequently sell better than the opposite type, he said "people seldom are moved by an ad that lacks the quality of natural courtesy. Even though we have the effective personal selling of the Godfreys, Garry Moores, Garroways and Steve Allens, there still persist commercials which lecture, orate, rave, are pompous, irritating, wildly exaggerated and result in burying the product they have come to praise."

He criticized the use of "ad-ese" jargon such as "never before, quick satisfying relief, now at last, yes you too and amazing new way."

ABC supplied talent for the ANA dinner Thursday with Paul Whiteman's orchestra; Joan Holloway, dancer; Don Adams, comedian; Blackstone, magician, and Bill Hayes, singer.

Stay Abreast of Media, Cone Tells Delegates

Agency head, in talk before Assn. of National Advertisers, calls for more creativity on part of radio and tv in the battle for consumer attention.

MODERN ADVERTISING must keep pace with modern media and living habits in the changing American economy, Fairfax Cone, president of Foote, Cone & Belding, told the Assn. of National Advertisers Wednesday at Hot Springs, Va.

Bulky seven-pound Sunday newspapers and advertising-jammed magazines complicate the problem of appealing through the print media, he said, and radio-tv face increasing demands on the public's time.

MR. CONE

Mr. Cone revealed his concepts of radio and tv listening and viewing as he called for more creativity in the battle for consumer attention. As to radio's special appeal, he said that radio would seem to command "its greatest attention when people are doing something else—men are shaving or dressing or driving to work or home again and women are doing their housework.

"Over a period we knew that the American public mastered the business of reading and listening to the radio at the very same time. They also learned to talk while they listen and the children learn to study with the radio on full blast."

On the other hand, the demands of television are different, he said.

"While it has proved entirely feasible to have your eyes on one thing and your ears tuned to something else, as when you are reading and listening to the radio with your mind dividing and selecting and rejecting, no such division and selection and rejection by the minute is possible in television."

Mr. Cone asked rhetorically "if tv sets are lost as a potential for printed advertising when the sets are on?" He discussed the advertiser's problem this way:

"Since most tv sets operate during most of the time between dinner and bedtime in most television homes, reading time for magazines and newspapers can only be at a new low.

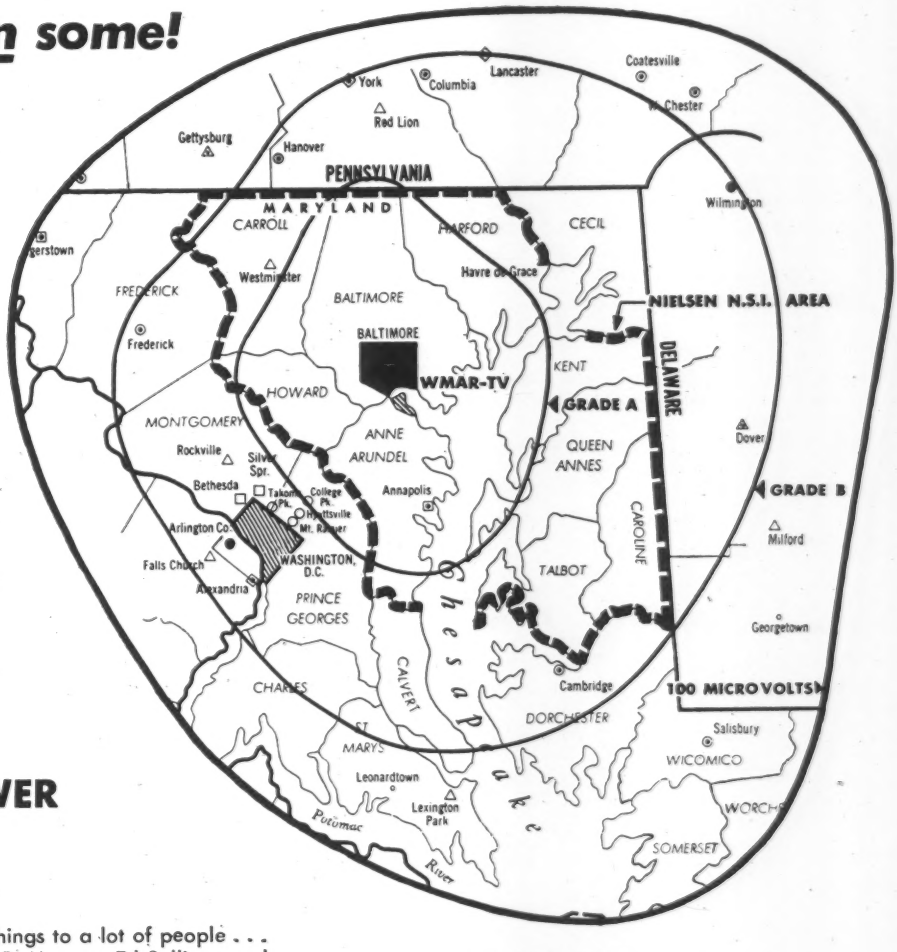
"The answer to the advertiser's dilemma, someone might say, is simple: advertise on television. But television costs make this obvious answer really no answer at all. As you know, one-half hour at nighttime on a national network on alternate weeks costs a minimum of $2 million a year, and it is moving up. Not everyone can afford such advertising expenditure, and even if everyone could there is a little matter of time. There isn't any more. Just now the problem of getting a message through on television is only slightly less than it is in print.

"To be sure, the television experience of any minute is practically total. The audience for any program-integrated commercial is largely captive and demonstrative commercials or even only entertaining commercials, have a point to get through. However, if there is a station

covering MOST OF MARYLAND

. . . and then some!

The map tells the story . . . area includes more than 2,500,000 homes It's WMAR-TV for COVERAGE and SELLING POWER



The WMAR-TV story means a lot of things to a lot of people . . . To the viewer it means 'Lucy, Edward R. Murrow, Ed Sullivan and First Run Film Theater of the Air to mention only a few.

To WMAR-TV's advertisers, it means Baltimore's biggest audience. Here are the Nielsen Report figures for December, 1955, showing total station shares based on quarter-hour homes reached in the NSI area by Baltimore stations in one week between 6 A.M. and midnight:

WMAR-TV	41.1%
Station B	34.2%
Station C	25.6%

ARB Reports for the month of October, 1955, through January, 1956, show WMAR-TV consistently carried 8 or more of the top 10 programs viewed in Baltimore:

	October	November	December	January
WMAR-TV	10	8	8	9
Station B	—	1	2	1
Station C	—	1	—	—

PLUS . . . Off the Map Coverage

WMAR-TV's signal goes clear off the map reaching out to the rich market surrounding Baltimore. It may be "fringe" to the TV engineer, but it's "Added Potential" for WMAR-TV advertisers. That PLUS audience which includes most of Maryland's rich farm country has a buying potential on a par with the per household potential in Baltimore.

Merchandising and Promotion

WMAR-TV services bring your product to meet the seller through intense coverage of a quality market, continuing leadership of Baltimore's top programs (national and local), active merchandising and promotion, and complete technical facilities—studio, film, (including color film) and remote.

In Maryland Most People Watch WMAR-TV

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ **TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM**

Represented by **THE KATZ AGENCY, Inc.** New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

1049 Ft. TOWER

that's the maximum tower height in the rich market of

RICHMOND

Petersburg and Central Virginia

The tower of WXEX-TV is 1049 ft. above sea level—and 943 ft. above average terrain . . . more than 100 ft. higher than any station in this market. In addition, WXEX-TV has maximum power—316 KW. It is the basic NBC-TV station; and there are 415,835 TV families in its coverage area. See your Forjoe man for full details about this great buy.

Channel 8

WXEX-TV

Tom Tinsley, President Irvin G. Abeloff, Vice President

Represented by Forjoe & Co.

break schedule, as most of them are, with two spots between a closing program commercial and the next show's opening advertisement, it makes the job a little bit harder.

"The plain fact seems to be that advertising on television faces the job of penetration with a difference only in degree—and I am afraid this is a fast-diminishing degree—from magazines and newspapers."

Mr. Cone said both the tv and print media face the job of maintaining advertising penetration as people lead busier lives and develop new interests. This calls for greater creativity. "When it comes to print," he said, "we are faced with jam-packed publications on the one hand and the same gradual lessening of time available for perusal on the other. Before the advent of broadcasting we mostly competed in print for interest. Today our competition is for time. Just as we seek to make memorable points in our allotted time on television, we must get the time itself in print. Never before have promises had to be made so fast, so bright, so clear."

'We'll Continue to Pay 15%,' Time Inc. Tells Agencies

THE 15% commission system got the renewed blessing of Time Inc., last week.

Howard Black, executive vice president, sent letters to a number of agencies, expressing the following views:

"We feel that at the present time it is desirable for us to affirm the present basis of our relationship with you as an advertising agency with which we have been doing business and with which we hope to continue to do business.

"This letter is to inform you that we want to continue to do business with your agency. This action on our part is for the purpose of stating once again our belief in the advertising agencies we are now doing business with and our payment of 15% discount to them.

"We have always recognized that an advertising agency renders very important and vital services to us as publishers. Because of these services we will continue to give those agencies with which we do business the standard 15% discount from card rates. These services the advertising agency renders us include not only the preparation of effective advertisements for our advertisers but also help in selling companies on the values of advertising. These services are performed, in our experience, most effectively by advertising agencies which are independent of financial control by any of their clients.

"As you know, the consent decree filed by AAAA and Antitrust Division of Justice Department demanded some changes in AAAA procedures. It does not limit us as publishers from establishing and maintaining our own standards of doing business as long as we do so independently of either individuals or groups."

Y&R Likes Its System

IF Young & Rubicam loses anything in specialization by using the all-media buying system, it is not aware of such a loss. This was made clear last week by Edward B. MacDonald, Y&R associate media director, who noted that B•T inadvertently left a contrary impression in one phrase of its account of his talk before the Radio & Television Executives Society's timebuying seminar on March 6 [B•T, March 12]. Mr. MacDonald upheld the advantages of the all-media buying arrangement in a "debate" with Arthur Pardoll, broadcast media director of Foote, Cone & Belding, who argued for timebuying specialization.

Radio, Tv Spell Success for Label Promotion Plan

RADIO and television are credited with spelling success for Label Bank, a relatively new Los Angeles premium promotion plan for brand-name products. The plan is designed to meet the objections to the extra work created for grocers and consumers by assuming all the bother and bookkeeping which plague other plans.

Already a $10,000 monthly broadcast advertiser in the Los Angeles area, Label Bank is expanding to San Francisco, Portland, Salem and Seattle and eventually expects to go national—with radio-tv. Its agency is Hixon & Jorgensen, Los Angeles.

Label Bank is just that—a "bank" where a half-million housewives (chiefly Southern California, but ranging from Australia to South Africa) have already opened a free label account. Each month they mail in their accumulation of brand labels and when the balance is big enough they pick quality merchandise premiums out of a special catalog. Ten thousand churches and clubs maintain label accounts.

They may shop anywhere and can choose among 400 products of some 40 different brands (also growing) which are participating in the plan. Typical brands include American Beauty macaroni products, Canada Dry, Chicken o' the Sea tuna, Dr. Ross dog and cat foods, Fels-Naptha soap, Foremost evaporated milk, Rain Drops water softener, Kaiser Aluminum foil, Breakfast Club coffee and Morton House canned foods.

"We couldn't have gotten off the ground without radio-tv," Betty Moore, managing director of Label Bank, told B•T last week.

Folk singer Terrea Lea, Label Bank vice president, sings "Label Bank" jingles to the tune of "Pony Boy" on radio-tv spots and is featured on her own nightly program on KABC Los Angeles as well as on a weekly show on KNXT (TV) there. Spots and programs plug Label Bank and its participating brands and spotlight markets where Miss Lea will make personal appearances.

"The merchandising impact of this idea hardly needs explanation," Miss Moore said, "especially when the grocer is obliged to do nothing but stock the product and sell it. The product acquires a single label redemption source and is freed of premium distribution problems."

The brand product pays Label Bank a straight $300 monthly service fee plus a quarter-cent for each label "point" turned in by the consumer. A label can have whatever point value the manufacturer wishes. The point is the "dollar" or equalizing factor which makes the "prices" of the premium catalog practical for all products.

Label Bank spends the quarter-cent for the premiums offered in the catalog. The radio-tv advertising and other promotion, plus administration, come out of the $300 monthly retainer. Many stores find it profitable to feature Label Bank products in their own advertising, indicating potential of free tie-in promotion.

Label Bank does not consider itself a substitute for regular advertising, although it claims to have assured distribution for several of its clients in new areas. Many of the Label Bank products are extensive radio-tv advertisers in their own right, Miss Moore noted.

EVERY day radio-tv advertising sparks this flood of applications by housewives to open free Label Bank accounts and for premium catalogs. Almost underneath heap, Frank Calamia (center seated), president of Reddi-Wip Mfg. Co., signs contract to add national product to brand list. Onlookers are (l to r) Terrea Lea, Label Bank; T. W. Willis, Reddi-Wip Los Angeles sales manager, and Betty Moore, Label Bank managing director.

Morey, Humm & Johnstone Undergoes Revision April 2

MOREY, Humm & Johnstone Inc., New York, will change its name to Morey, Humm & Warwick Inc., effective April 2. J. R. Warwick, who has been with the agency for three years, will become a vice president, director and chairman of the plans board.

Mrs. Muriel Johnstone leaves the agency to form her own firm, Johnstone Inc., at 9 Rockefeller Plaza. New York. Telephone number is Plaza 7-8060.

Among the accounts of the new agency are Moygashel Linen, New York; David Crystal, New York; J. L. Hudson Co. (department store), Detroit; Loungees, New York; Oomphies, New York; Hattie Carnegie; Anjou Perfumes, Batavia, Ill.; Carven Parfum; Larry Aldrich, New York, and Carlye Dress Corp., St. Louis.

Officers of the new firm are: Mrs. Johnstone, president and treasurer; Rosamond Gilmartin, executive vice president, and A. Ross Gerson, secretary.

Compton Names Zeis, Roberts

APPOINTMENTS of Andrew E. Zeis as media director and of Bradley H. Roberts as account executive of Compton Adv. Inc. were announced last week by Lawrence O. Holmberg, vice president and general manager of the agency's Chicago office. Mr. Zeis formerly was in a similar capacity with Needham, Louis & Brorby Inc., same city. Mr. Roberts formerly was commercial manager of WLOS-AM-FM-TV Asheville, N. C. He will work on the newly-acquired Par-T-Pak (Chicago bottler for Nehi Corp.) account.

Knomark Promotes Birnbaum

MELVIN BIRNBAUM, national sales and advertising manager, Knomark Mfg. Co. (Esquire boot polish), Brooklyn, N. Y., has been elected executive vice president of the firm, Knomark President Samuel M. Abrams announced Thursday. Other executive changes made by Knomark last week included the promotion of Joseph Husch from eastern regional sales man-

HOW M-E ALIGNS ITS RADIO-TV

ASSIGNMENT of accounts among the three associate directors and in turn tv-radio account executives of McCann-Erickson's radio and television department under the supervision of Terry Clyne, vice president and chairman of the agency's Plans Review Board, was revealed last week in the pattern herewith shown.

Completing the new M-E tv-radio organizational line-up which makes this department a "third arm" of the agency, on a par with marketing (research, media, etc.) and creative (copy, art, etc.) [B•T, Jan. 30], Peter A. Cavallo Jr., currently vice president and manager of the television department of J. Walter Thompson Co., is resigning to join McCann-Erickson April 15 as vice president and associate director of television and radio.

TERRY CLYNE
Vice President and Chairman
Plans Review Board

GEORGE HAIGHT
Vice President in Charge of Radio-Tv

Like Ted Bergmann, former director of the DuMont Electronicam Services, and Lansing Lindquist, previously radio-tv vice president of Ketchum, McLeod & Grove, who joined M-E early this year [B•T, Jan. 9], Mr. Cavallo will report to George Haight, vice president in charge of tv-radio. Mr. Haight in turn reports to Terry Clyne, vice president and chairman of the agency's plans review board.

Prior to his association with J. W. Thompson, Mr. Cavallo was a composer, performer and producer of radio and television programs, motion pictures, and legitimate theatrical productions.

TED BERGMANN
Associate Director and Vice President

King Horton
Tv-Radio Account Executive

ACCOUNTS: Atlas Supply Co.; Barrett Division of Allied Chemical & Dye Corp.; Chesebrough Mfg. Co.; Chrysler Corp.; Crowell-Collier; Holmes & Edwards; Hood Rubber Co.; The Mennen Co.; Norwegian Canning Industry; Savings & Loan Foundation.

George Kern
Tv-Radio Account Executive

ACCOUNTS: Coca-Cola; Dorothy Gray Ltd.; Lehn & Fink Co.

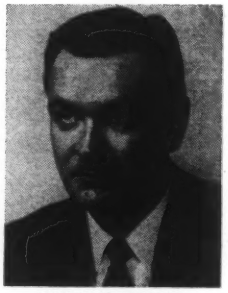
PETER CAVALLO
Associate Director and Vice President

Jerry Harrison
Tv-Radio Account Executive

ACCOUNTS: Esso Standard Oil Co.; Standard Oil Co. of N. J.; Westinghouse Electric Corp.

Cliff Lubkert
Tv-Radio Account Executive

ACCOUNTS: Canadian Natl. Railways; Clark Bros. Gum; Columbia Records; Cowles Publishing (Look); Durene Assoc. of America; Esso (Flit); Hampden Brewing; Lemon Products; Manufacturers Trust Co.; Seeck & Kade Inc.; Stegmaier Brewing; U. S. Treasury Dept.; also assists M-E new business and international division.



LANCE LINDQUIST
Associate Director and Vice President

Hal Graham
Tv-Radio Account Executive

ACCOUNTS: American Safety Razor; Corn Products (Nusoft); National Cash Register; Nestle Chocolate; Nestle Instant Coffee; Owens-Corning Fiberglas; Whitehall Pharmacal Co.; also handles New York radio-tv problems of M-E regional offices.

Bill Wylie
Tv-Radio Account Executive

ACCOUNTS: Bulova; Chrysler Division of Chrysler Corp.; National Biscuit Co.

ager to vice president in charge of national sales, and Morton Aaronson, western regional sales manager, to vice president in charge of the western sales division. All three posts are newly-created. Harold Holden, assistant national sales manager, will take over the advertising responsibilities previously held by Mr. Birnbaum.

Bottomley, Black, Morrison Named at LaRoche & Co.

JAY BOTTOMLEY, tv producer of *Father Knows Best* and other programs for Young & Rubicam, Los Angeles, last week was named production manager of the newly-expanded radio-tv department of C. J. LaRoche & Co., New York.

The agency also has added Allan Black, former BBDO, New York, copywriter on the Lever Bros. Co. and Campbell soups accounts, and James Morrison, assistant director and film editor, Cinerama Productions.

Mr. Morrison will represent the agency for Revlon Products Corp., on the forthcoming *$64,000 Challenge* quiz, also sponsored on an alternate week basis by P. Lorillard Co. through Young & Rubicam. *Challenge* replaces *Appointment With Adventure* (CBS-TV, Sun., 10-10:30 p.m. EST) starting April 8.

Admen to Boost Chicago

MAYOR Richard J. Daley of Chicago has sanctioned the appointments of Leo Burnett, board chairman of Leo Burnett Co., and Fairfax Cone, president of Foote, Cone & Belding, as co-chairmen of a steering unit designed to spread the Chamber of Commerce gospel about that city's industrial, cultural and other benefits.

King to Erwin-Wasey

WHITE KING Soap Co. (soaps, cleaners, detergents), Los Angeles, has appointed Erwin, Wasey & Co., same city, to handle all advertising effective May 1. Radio-tv will be used. Firm is a large regional advertiser, with sales confined to states west of Kansas City.

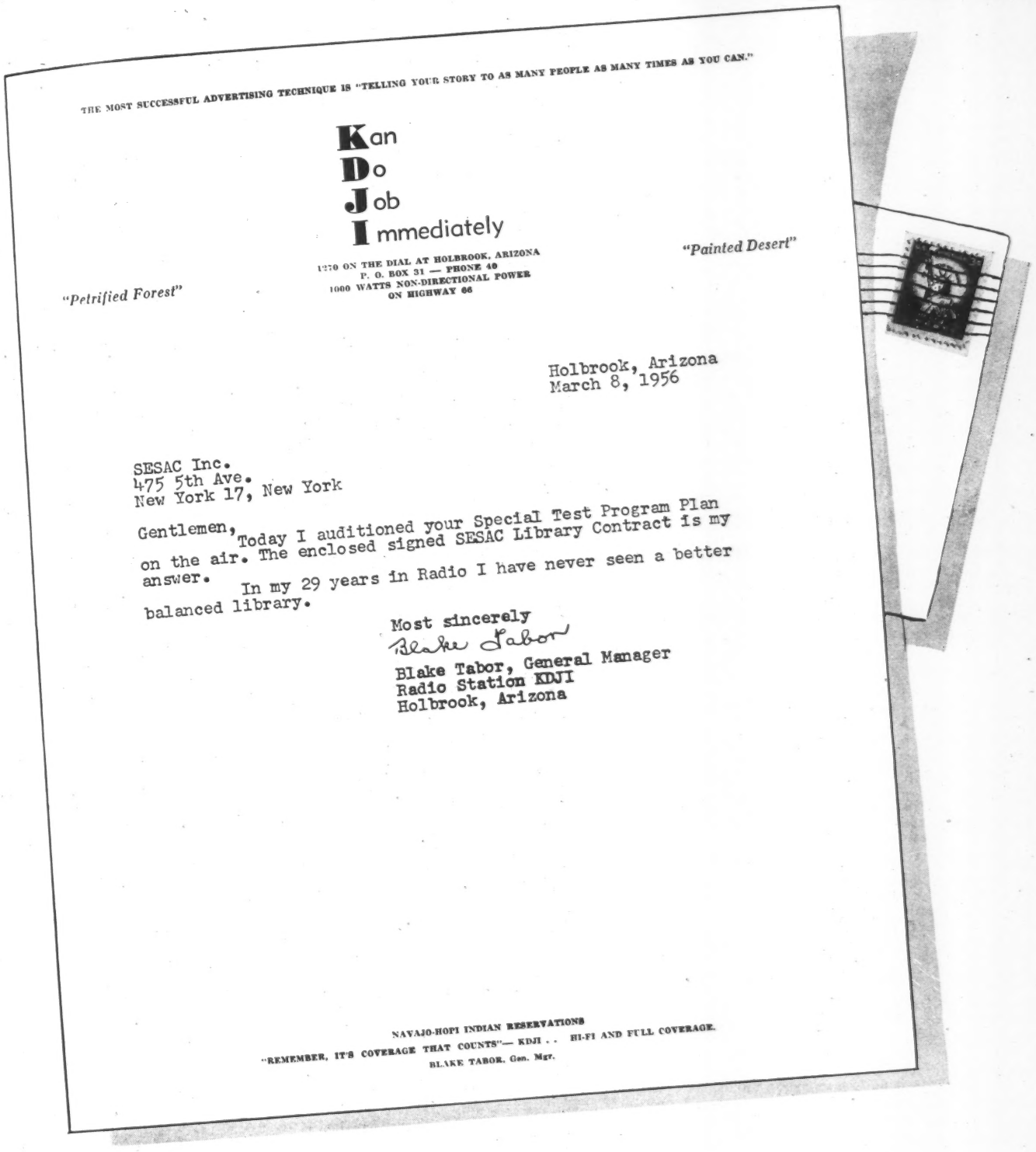
Sales Realignment at Kraft

A SALES realignment for Kraft Foods Co., Chicago, has been announced by John B. McLaughlin, sales and advertising director.

R. N. Courtice becomes national product sales manager for Kraft oil, dinner and special products, succeeding H. F. Marston, appointed national product sales manager for new product development. Marshall Wiltshire succeeds R. J. Clark as assistant national institutional products sales manager. Mr. Clark becomes assistant to Mr. Marston.

Tareyton to Drop 'Justice'

AMERICAN Tobacco Co. (Filter Tip Tareyton cigarettes), New York, will drop its sponsorship of *Justice* (Sun., 10:30-11 p.m.) on NBC-TV, effective March 25. The network expects to put in another show. Meanwhile, Filter Tip Tareyton will put some of this money into spot radio, through H. M. Hackett agency, New York.



THE MOST SUCCESSFUL ADVERTISING TECHNIQUE IS "TELLING YOUR STORY TO AS MANY PEOPLE AS MANY TIMES AS YOU CAN."

Kan
Do
Job
Immediately

1270 ON THE DIAL AT HOLBROOK, ARIZONA
P. O. BOX 31 — PHONE 40
1000 WATTS NON-DIRECTIONAL POWER
ON HIGHWAY 66

"Petrified Forest"

"Painted Desert"

Holbrook, Arizona
March 8, 1956

SESAC Inc.
475 5th Ave.
New York 17, New York

Gentlemen, Today I auditioned your Special Test Program Plan on the air. The enclosed signed SESAC Library Contract is my answer. In my 29 years in Radio I have never seen a better balanced library.

Most sincerely
Blake Tabor

Blake Tabor, General Manager
Radio Station KDJI
Holbrook, Arizona

NAVAJO-HOPI INDIAN RESERVATIONS
"REMEMBER, IT'S COVERAGE THAT COUNTS"— KDJI . . HI-FI AND FULL COVERAGE.
BLAKE TABOR, Gen. Mgr.

Thank you, Mr. Tabor

Sincerely,

SESAC, Inc.

Reynolds Buys Sat. Night Show As Four Sign for CBS Radio

R. J. REYNOLDS Tobacco Co. (Camel, Winston cigarettes), Winston-Salem, N. C., was reported last week to have signed with CBS Radio for a new 30-minute Saturday show, *Rock 'n Roll Party* with disc-jockey Alan Freed and Count Basie's orchestra, beginning on or about March 24.

Meanwhile, CBS Radio has picked up the following in new business: D-Con Co. (insecticides), Chicago, with participating sponsorship of the *Galen Drake* program (Sat., 10-11 a.m. EST) through Arthur Meyerhoff & Co., Chicago, reportedly D-Con's first use of network radio; Brown & Williamson Tobacco Co. (Raleigh cigarettes) a segment of the *Edgar Bergen-Charley McCarthy* show (Sun., 7-8 p.m. EST), and participating sponsorship of the network's coverage of the Kelly-Rainier wedding ceremony by Lanvin Parfums, through North Adv., Chicago, and Lettuce Inc. (C-7 lettuce growers), through John Cohan Adv., Salinas, Calif.

Glynn Takes Top Prize In WNCT Rating Contest

THOMAS J. GLYNN, J. Walter Thompson Co., took the top prize of $250 offered by WNCT Greenville, N. C., by coming the closest to guessing the station's top Pulse rating in any quarter hour. Mr. Glynn's guess was 56.9, while the actual rating was 54.5, taken Feb. 27.

Winners were feted March 7 at a special party in the New York offices of John E. Pearson Co., WNCT's representative. Second and third winners, for cash prizes of $125 and $75, were Bill Murphy, Benton & Bowles, New York, and William J. Stenson, Campbell-Mithun, Minneapolis, respectively. Other winners included Charles F. Theiss, Ted Bates & Co., New York; Edmond C. Semel, Compton Adv., New York; Watts Wacker, D. P. Brother, Detroit; Tom Carson, Compton Adv., New York; Nick Wolf, Leo Burnett, Chicago; Gerald Eckhardt, Cargill & Wilson, Richmond, Va., and Charles Willard, McCann-Erickson, New York.

Agency people throughout the country were invited to take part.

L. W. Ramsey Adds Accounts

SIX NEW ACCOUNTS have been secured by the L. W. Ramsey agency, Davenport, Iowa, and Chicago, according to A. C. Naeckel, president. They are Arcady Farms Milling Co., Chicago (poultry and livestock feeds); Baker Brothers, Toledo, Ohio (industrial tools); Eagle-United food shopping centers, headquarters in Moline, Ill.; M. A. Ford Mfg. Co., Davenport (rotary files); Iowa-Illinois Gas & Electric Co., headquarters in Davenport (public utilities), and Jelsert Co., Chicago (desserts and powdered drinks).

Ayer Moves Rowe to N. Y.

PAUL E. ROWE, media planning supervisor, N. W. Ayer & Son, Philadelphia, has transferred to the agency's New York office on the Plymouth account. Other changes announced by the agency last week: Alexander J. Randall, from radio-tv traffic to radio-tv timebuying, New York; Sol Israel, Madeline Morrison and Isabel V. Ziegler, all former Biow-Beirn-Toigo (now The Biow Co.) timebuyers, to similar capacities in Ayer's New York office.

DENTIFRICES IN CHICAGO TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers

(Based on Broadcast Advertisers Reports' monitoring)

THE NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Stations	Commercial Units	Hooper Index of Broadcast Advertisers
1.	Colgate Dental Cream (Ted Bates)	8	3	11⅔	127
2.	Ipana (Doherty, Clifford, Steers & Shenfield)	1	2	4⅓	112
3.	Gleem (Compton)	7	2	7⅓	100
4.	Pepsodent (Foote, Cone & Belding)	4	2	4	71
5.	Kolynos (Grey)	4	2	4	35
6.	Crest (Benton & Bowles)	1	1	1⅓	24
7.	Ammident (Harry B. Cohen)	(P)	1	3	20
8.	Dr. Lyon's Tooth Powder (Dancer-Fitzgerald-Sample)	1	1	½	4

THE CHICAGO INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	Commercial Units	Hooper Index of Broadcast Advertisers
1.	Colgate Dental Cream (Ted Bates)	8	3	17⅔	160
2.	Ipana (Doherty, Clifford, Steers & Shenfield)	1	2	4⅓	127
3.	Gleem (Compton)	7	2	8⅓	97
4.	Pepsodent (Foote, Cone & Belding)	4	3	9	89
5.	Ammident (Harry B. Cohen)	(P)	2	11	69
6.	Crest (Benton & Bowles)	1	1	3⅓	43
7.	Dr. Lyon's Tooth Powder (Dancer-Fitzgerald-Sample)	1	2	9	37
8.	Kolynos (Grey)	4	2	4	17

(P)—Participations, as distinguished from sponsorships.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

* "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."

** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding.

In the above summary, monitoring occurred Jan. 16-22, 1956.

BPS Paints Tv Promotion Set

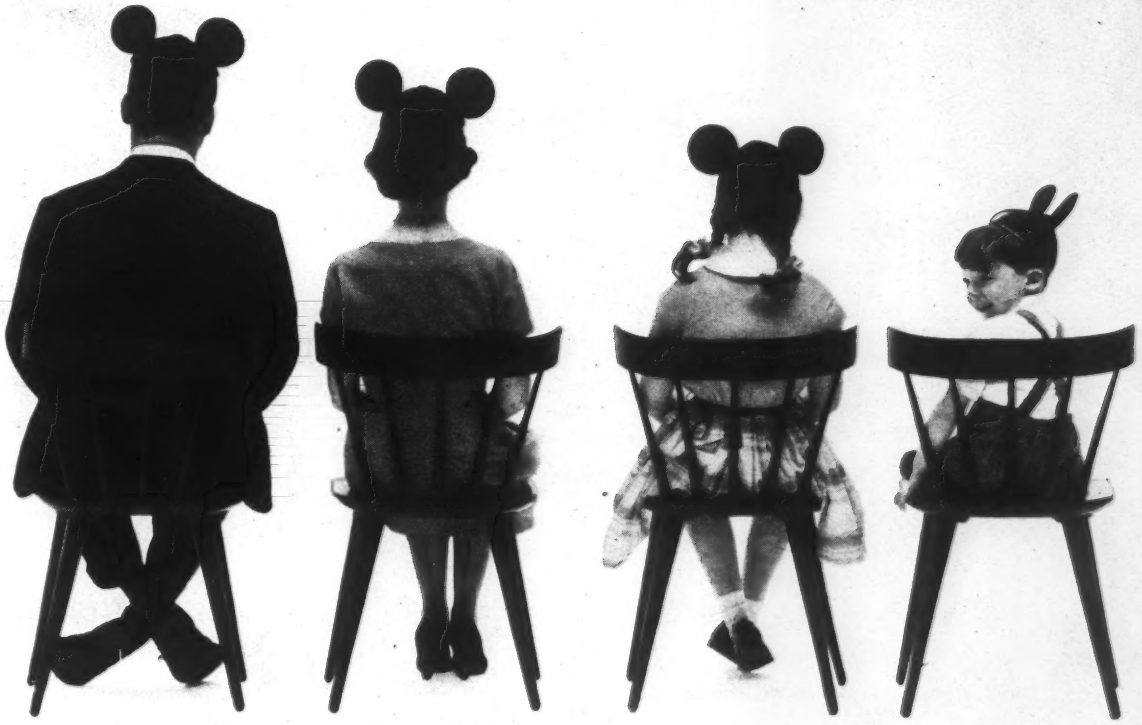
PATTERSON-SARGENT Co. (BPS paints), Cleveland, will make its network tv debut April 13 with a special spring promotion participation on NBC-TV's *Tonight*. The campaign will be on 50 NBC-TV affiliates in the East and Midwest. The paint firm also will add two April-May local tv spot campaigns. Effective April 23, it will launch a three-times-a-week, 10-week tv spot campaign on KXJB-TV Fargo (Valley City), N. D., while renewing, effective April 4, a 10-week participation contract on KMBC-TV Kansas City's *Happy Home* program. The agency for Patterson-Sargent is D'Arcy Adv., Cleveland.

ARB's Regular Surveys Expanded to 100 Cities

THE American Research Bureau announced last week that it has added 30 cities to the regular 70 cities surveyed in its television research. ARB said the cities would be added to the reports to subscribers at no extra cost.

ARB, which started its studies six years ago in three cities, now has offices in New York, Washington and Los Angeles; a research and tabulation center in College Park, Md., and research staffs in 505 metropolitan areas. Last month ARB issued its 1956 "A-to-Z" survey covering 225 medium to small tv markets across the nation [B•T, Feb. 20].

Some successes go to everyone's head!

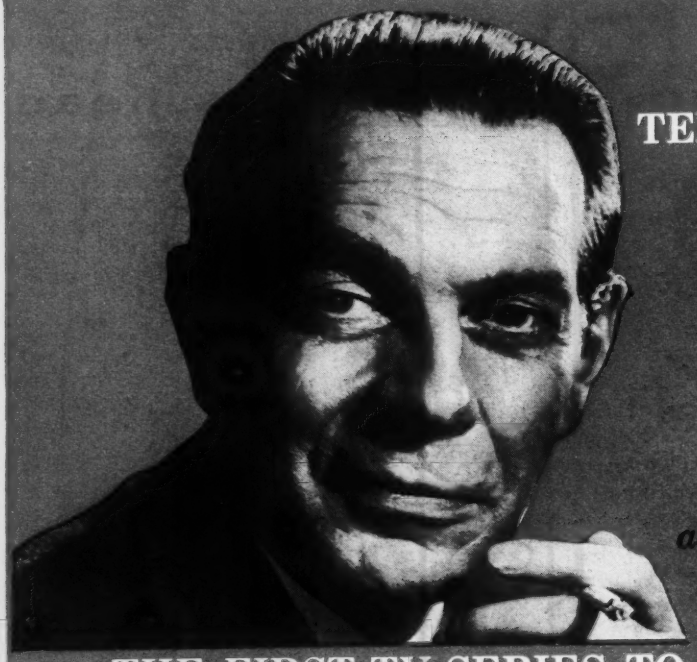


ABC-TV's Mickey Mouse Club is the biggest success in daytime TV!

Day after day — Monday thru Friday — more than 16,000,000 people watch Mickey Mouse Club during the average quarter hour. Day after day — Monday thru Friday — more adults watch Mickey Mouse Club than watch 2 out of 3 daytime adult programs. The Mickey Mouse Club is more than a success... it's a phenomenon. No other daytime show delivers such ratings. And, as a matter of fact, it outdraws better than half of the evening programs, too. Mickey delivers this huge audience with tremendous efficiency. The cost per thousand homes for a one-minute commercial is the lowest in all television — sixty-eight cents — 15 homes for a penny... almost nine hundred viewers for a quarter. The Mickey Mouse Club has won more hearts... visited more homes... gone to more heads than any other daytime show in TV history.

Source: ARB & NIELSEN, Feb. 1, 1956

ABC TELEVISION NETWORK



TELEVISION HITS A NEW HIGH

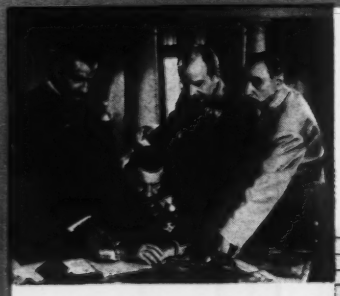
RAYMOND

IN

I

39 highly-charged half hours of adventure and melodrama

THE FIRST TV SERIES TO COMBINE ALL THESE GREAT



intrigue

adventure

suspense

documentary realism

TRUE AND EXCITING STORIES OF ESPIONAGE

. . . from Biblical times to the Korean War!

- **Admiral Canaris** . . . and the plot to kill Hitler.
- **Nathan Hale** . . . first American spy.
- **Mata Hari** . . . most publicized spy in history.
- **Kim Suim** . . . most beautiful spy of the Korean War.
- **Otto Keller** . . . and the tragedy of Pearl Harbor.
- **Benedict Arnold** . . . and the betrayal of West Point.
- **Wilhelm Steiber** . . . and Bismarck's invasion of France.
- **Loren Travert** . . . the man who shot Stonewall Jackson.

GUILD FILMS COMPANY, INC.

460 PARK AVENUE, • NEW YORK 22, NEW YORK • MUrray Hill 8-5365

IN CANADA: S. W. CALDWELL, LTD., TORONTO

IN VIEWER-IMPACT with . . .

MASSEY SPY

AUDIENCE-WINNING QUALITIES

historical authenticity

romance

66 MARKETS SOLD!
hurry . . . write, wire or phone before markets you want are gone!

4 MORE GUILD BEST-SELLERS

MOLLY
starring GERTRUDE BERG and the famous GOLDBERG FAMILY

The Goldbergs have moved to Haverville, U.S.A. and Molly's having the time of her life making new friends. Everybody loves MOLLY, and now, with a brand-new format, they'll love her more than ever!

CONFIDENTIAL FILE

Paul Coates' behind-the-scenes report on America . . . with penetrating close-ups of its people and problems. A new and exciting concept in dramatized journalism. The ½-hour show all America is talking about . . . winning fabulous ratings in over 100 markets.

15 minutes with FRANKIE LAINE
and Connie Haines

All the 'star' entertainment quality of a ½-hour show packed into 15 fast-moving minutes. Ideal choice for small advertisers who want the impact of a ½-hour show on a 15-minute budget. Top-rated show in its time-slot over WCBS-TV, New York.

the LIBERACE show

Television's most widely acclaimed musical series for the third consecutive year. Still a few choice availabilities, and you're in luck if one of them happens to be in your market!

GUILD FILMS COMPANY, INC.

460 PARK AVENUE • NEW YORK 22, N Y
MURRAY HILL 8-5365
IN CANADA: S. W. CALDWELL, LTD.

Pabst Renews Wed. Fights On ABC-TV for 52 Weeks

AGREEMENT for a 52-week renewal of the Wednesday evening fight series on ABC-TV under alternating sponsorship of Pabst Brewing Co. and the Mennen Co. was announced in Chicago last Wednesday following a meeting which involved executives of the Leo Burnett Co., ABC-TV and the International Boxing Club.

The renewal, effective June 1, was jointly announced by Harris Perlstein, board chairman of Pabst, and IBC President James D. Norris, and marks the seventh consecutive year for the mid-week bouts on network tv and the second straight on ABC-TV after being relinquished by CBS-TV.

Gathered for the signing are (l to r): seated, Harris Perlstein, chairman of the board at Pabst; James D. Norris, president of the boxing club; standing, Harold Morgan, ABC vice president-treasurer, and Leo Burnett, chairman of the board of the agency that bears his name.

Mr. Perlstein reported that the Mennen Co. would go along again as co-sponsor. The Pabst account is handled by Leo Burnett Co., Chicago, while Mennen (on the fights) is serviced by Kenyon & Eckhardt.

Terms of the new agreement call for 52 bouts (through the traditional summer hiatus) at the rate of $18,500 per program, with main event contestants receiving $8,000, according to Mr. Norris.

Packard Dealers Meet Via Tv

PACKARD-CLIPPER dealers will gather tomorrow (Tuesday) in 24 principal U. S. cities to hear plans, via closed-circuit tv, for broadening the Packard line. James J. Nance, president, Studebaker-Packard Corp., will head the group of executives who will outline a $3 million advertising program during the second quarter of 1956.

Bayuk 'Champions' Simulcast

BAYUK Cigar Co., which sponsors *Meet the Champions* on NBC-TV Fridays, following the conclusion of the *Cavalcade of Sports* (usually about 10:45 p.m.) and continuing to 11 p.m. EST, has ordered a limited eastern regional block of 31 NBC Radio stations for simulcasts, scheduled to start last Friday. Agency is Al Paul Lefton Co.

Hi-C Enters Network Tv

MINUTE MAID Corp.'s Hi-C Div., through J. R. Pershall Co., Chicago, will bow into network television with alternate-week sponsorship participations on NBC-TV's *Tennessee Ernie Show*, starting May 16 and also has lined up a schedule of spot tv and radio business in assorted markets.

The firm plans to utilize tv spots in perhaps a dozen markets and radio in three other cities, along with the network tv show, to buttress an extensive newspaper campaign, it was reported last week. The NBC-TV Ernie Ford program has been scheduled by Hi-C for 13 weeks with an option for 13 additional weeks.

Niles Foster, general manager of Hi-C, announced the campaign's inception.

Grant Plans Before City

PLANS of Grant Adv. Inc. to construct a new $700,000 three-story building on Chicago's north side depend on a vote by city zoning officials. The agency has requested that the area, overlooking Lake Shore Drive north of Oak St. be reclassified from an apartment house area to a business district. The Chicago City Council Building & Zoning Committee is expected to vote on the rezoning matter soon, after having twice deferred it.

Roto-Broil Buy

ROTO-BROIL Corp. of America, Long Island City, N. Y., Thursday launched a $600,000, 60-day, one-minute tv saturation spot campaign in 70 major markets backed by extensive print media for a special consumer offer of a 1956 Roto-Broil golden king size 'Fiesta,' a mobile table and a 32-piece silverware set for eight at $59.95. Agency for Roto-Broil is Product Services, New York.

Drug Campaign Staged on Tv

IN COOPERATION with the Brunswig Wholesale Drug Co., the NBC-TV Merchandising Dept. last Monday launched a one-week promotional campaign, designed to help retail drugs take advantage of tv's sales impact.

The network and Brunswig, which covers about 10% of all retail drug stores in the U. S., staged *NBC-TV* "Value Parade," a promotion of drug products of 48 sponsors on NBC-TV in retail drug stores on the West Coast and in the mountain regions.

LATEST RATINGS

NIELSEN

Top Television Programs
Two Weeks Ending Feb. 18
Number of Tv Homes Reached (000)

† Total Audience

Rank		Rating
1.	Ed Sullivan Show (CBS)	17,690
2.	$64,000 Question (CBS)	17,375
3.	Disneyland (ABC)	16,883
4.	I Love Lucy (CBS)	16,637
5.	Max Liebman Presents (NBC)	14,953
6.	Perry Como Show (NBC)	14,882
7.	December Bride (CBS)	14,391
8.	Dragnet (NBC)	14,145
9.	Jack Benny Show (CBS)	14,110
10.	You Bet Your Life (NBC)	13,759

‡ Average Audience

1.	I Love Lucy (CBS)	15,971
2.	$64,000 Question (CBS)	15,935
3.	Ed Sullivan Show (CBS)	14,321
4.	Disneyland (ABC)	13,829
5.	December Bride (CBS)	13,443
6.	Dragnet (NBC)	13,303
7.	Jack Benny Show (CBS)	12,882
	You Bet Your Life (NBC)	12,882
9.	Private Secretary (CBS)	12,074
10.	George Gobel Show (NBC)	11,969

Percent of Tv Homes Reached*

† Total Audience

1.	Ed Sullivan Show (CBS)	53.0
2.	$64,000 Question (CBS)	51.5
3.	Disneyland (ABC)	49.7
4.	I Love Lucy (CBS)	49.1
5.	Perry Como Show (NBC)	44.8
6.	Max Liebman Presents (NBC)	44.5
7.	December Bride (CBS)	42.8
8.	Jack Benny Show (CBS)	42.5
9.	Dragnet (NBC)	41.2
10.	You Bet Your Life (NBC)	40.3

‡ Average Audience

1.	$64,000 Question (CBS)	47.2
	I Love Lucy (CBS)	47.2
3.	Ed Sullivan Show (CBS)	42.9
4.	Disneyland (ABC)	40.7
5.	December Bride (CBS)	39.9
6.	Jack Benny Show (CBS)	38.8
7.	Dragnet (NBC)	38.7
8.	You Bet Your Life (NBC)	37.7
9.	Private Secretary (CBS)	35.9
10.	Perry Como Show (NBC)	35.5

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
‡ Homes reached during the average minute of the program.
* Percented ratings are based on tv homes within reach of station facilities used by each program.

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PULSE

Top 20 Regularly Scheduled Once A Week Tv Shows

	Rating Feb.	Rating Jan.
$64,000 Question (CBS)	46.5	48.7
Ed Sullivan (CBS)	44.0	42.2
I Love Lucy (CBS)	40.0	30.2
Groucho Marx (NBC)	35.4	34.6
Disneyland (ABC)	33.2	33.5
Perry Como (NBC)	33.2	31.5
Climax (CBS)	33.0	33.0
December Bride (CBS)	32.9	30.2
Dragnet (NBC)	30.9	31.1
Burns and Allen (CBS)	30.1	26.5
Lux Video Theatre (NBC)	29.8	29.1
George Gobel (NBC)	28.7	28.9
Godfrey's Talent Scouts (CBS)	27.8	
Bob Hope (NBC)	27.4	
Jackie Gleason (CBS)	27.2	26.9
Red Skelton (CBS)	26.7	26.4
I've Got A Secret (CBS)	26.3	26.6
Robert Montgomery (NBC)	26.3	27.0
Studio One (CBS)	26.1	25.1
Medic (NBC)	25.6	

Top 10 Regularly Scheduled Multi-Weekly Tv Shows

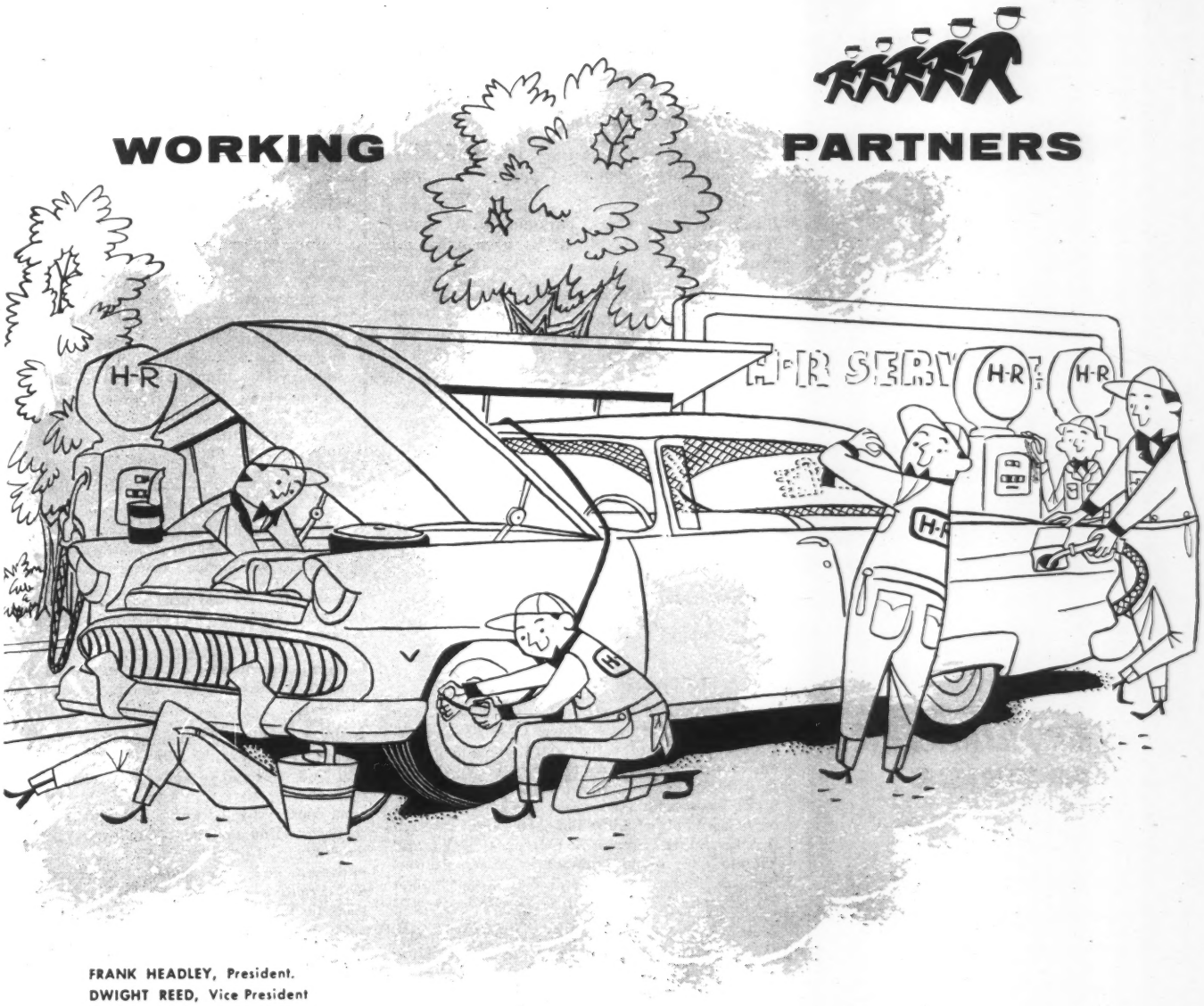
	Rating Feb.	Rating Jan.
Mickey Mouse Club (ABC)	19.9	18.9
Guiding Light (CBS)	11.4	11.6
Love of Life (CBS)	10.9	11.1
Search For Tomorrow (CBS)	10.8	10.7
Big Payoff (CBS)	10.2	10.6
Art Linkletter (CBS)	10.0	9.7
News Caravan (NBC)	9.9	9.9
Arthur Godfrey (CBS)	9.7	9.5
Dinah Shore (NBC)	9.6	
CBS News (CBS)	9.4	
Valiant Lady (CBS)	9.4	

TRENDEX

Top 10 Programs for Evening Network Tv
Week of March 1-7

1.	I Love Lucy (CBS)	45.0
2.	The Ed Sullivan Show (CBS)	38.9
3.	$64,000 Question (CBS)	36.9
4.	Person to Person (CBS)	28.6
5.	Perry Como (NBC)	28.3
6.	December Bride (CBS)	28.2
7.	Jackie Gleason (CBS)	28.0
8.	Disneyland (ABC)	27.6
9.	The Lineup (CBS)	27.4
10.	Lux Video Theatre (NBC)	27.3
	I've Got a Secret (CBS)	27.3

WORKING PARTNERS



FRANK HEADLEY, President.
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

RADIO **H-R** TELEVISION INC.
TELEVISION
REPRESENTATIVES, INC.

Because H-R is staffed with men who have themselves bought time, who have owned and operated stations and have had wide experience in almost every phase of radio and TV, we are able to render an unusually effective representative service.

From the day H-R was started, by a group of mature working partners, we have made it a point to "Always send a man to do a man's job." You can be sure that we will continue to do so.

380 Madison Ave.
New York 17, N. Y
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

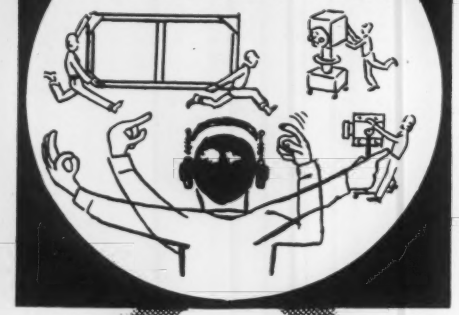
155 Montgomery Street
San Francisco, Calif.
YUkon 2-5701

415 Rio Grande Bldg.
Dallas, Texas
Randolph 5149

101 Marietta Street Building
Atlanta, Georgia
Cypress 7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
Jackson 8-1601

20
Floor Director Floyd



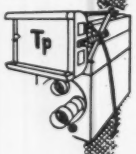
Always
tied up,
Cueing cast,

Other duties,
Piled up fast!

BUT - not with
TELEPROMPTER
SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

WDBO-TV
Channel 6
Orlando, Fla.



WFLA-TV
Channel 8
Tampa, Fla.

TELEPROMPTER SERVICE

Trademark Registered U.S. Pat. No. 2693379 Other Patents Pending

TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO

AGENCY APPOINTMENTS

Chrysler Corp.'s MoPar Parts Div., Detroit, appoints N. W. Ayer & Son, Phila., effective immediately. Account will be handled by Ayer's Detroit office. Agency has handled Chrysler's Plymouth Div. since 1943.

Par-T-Pak Royal Crown Corp. (Chicago bottler for Nehi Corp.), appoints Compton Adv. Inc., Chicago.

Presto Recording Corp., Paramus, N. J., names Shappe-Wilkes Inc., N. Y., as agency for all Presto products.

Union Pacific Railroad, Omaha, Neb., appoints The Caples Co., Chicago, which will establish Portland, Ore., office in early May to handle railroad's advertising in Pacific Northwest.

No-Cal Corp. (soft drinks), Brooklyn, N. Y., Div. of Kirsch Beverages, appoints Paris & Peart, N. Y. Radio spot campaign starts immediately.

Midway Corp. (automotive, household, pharmaceutical and industrial products), Baltimore, names Applestein, Levinstein & Golnick Adv. Agency, that city. **Overbrook Egg Nog Corp.,** Baltimore, also names AL&G. Radio will be used.

Thriftmart Inc., shopping center near Langhorne, Pa., appoints Ralph A. Hart Adv. Agency, Phila.

NETWORK NEW BUSINESS

Intermountain Network, Salt Lake City, announces following new advertisers in February: Union Oil Co. of Calif., daily news program on 11-station Montana group, through Young & Rubicam, L. A.; J. A. Folger Co., (coffee). S. F., six-weekly newscasts on 26 stations in Nevada, Utah, Idaho and Montana, through Brooke, Smith, French & Dorrance, S. F., and Sakrete Co., weekly newscasts on 11 stations in Utah, Idaho, Nevada and Wyoming, through Ross Jurney & Assoc., Salt Lake City.

U. S. Royal Tire Div., U. S. Rubber Co., sponsoring all 18 five-minute weekend news dramatization programs, *It's Time,* on ABC Radio, tentatively for 13 weeks, through Fletcher D. Richards Inc., N. Y.

A&A PEOPLE

Fergus Mead, administrative vice president, The Buchen Co., Chicago, appointed executive vice president of agency.

Kenneth A. Hamilton, vice president in charge of industrial and business services division, Hicks & Greist Inc., N. Y., elected director of agency.

Marjorie Greenbaum, vice president, Dancer-Fitzgerald - Sample Inc., N. Y., has rejoined Foote, Cone & Belding, N. Y., as vice president, member of plans board and copy supervisor. She was with FC&B from 1946-1954 as copy supervisor and named vice president in 1951.

MISS GREENBAUM

Timothy J. Healy, director of research, Sullivan, Stauffer, Colwell & Bayles, N. Y., elected vice president.

L. Davis Jones, executive secretary, business development committee, N. W. Ayer & Son, Philadelphia, elected vice president in charge of Philadelphia Office Service.

Eugene R. MacArthur, account executive, Harold Cabot & Co., Boston, elected vice-president.

C. Kenneth Meeker, account executive, Mullican Co., Louisville, Ky., agency, appointed vice president.

Richard Dahl and **Armand Rivchun,** former account executives at Norman, Craig & Kummel and Sullivan, Stauffer, Colwell & Bayles, respectively, to Grey Adv., N. Y., in similar capacities. Also to Grey: **Dr. Nikki Kominik,** former coding and tabulating supervisor, Dancer-Fitzgerald-Sample, N. Y., to research department and **Roy Adler,** former promotion and creative director, Hodes-Daniel Inc., as sales development copywriter.

Franklin A. Bell, advertising director, H. J. Heinz Co., Pittsburgh, Pa., retiring March 31. He joined firm in 1928.

Hal Davis, timebuyer, Erwin, Wasey & Co., N. Y., to media department, Compton Adv., N. Y., in same capacity [CLOSED CIRCUIT, March 12].

Jay J. Keith, general manager, Mace Adv. Agency Inc., Peoria, Ill., retired last week after 45 years in advertising and selling. He continues as director of agency corporation.

Emmett C. McGaughey, executive vice president-director, Erwin, Wasey & Co. Inc. and head of L. A. office, **Frederick J. Wachter,** vice president and Chicago office manager, **Norman Best** and **Melvin E. Smith,** vice presidents-account supervisors in Los Angeles, all elected to board of directors, Erwin, Wasey of Canada Ltd., Toronto.

Montgomery N. McKinney, vice president and account supervisor, Earle Ludgin & Co., Chicago, to account staff of Leo Burnett Co., same city.

Jack Garabrant, production and traffic manager, Hilton & Riggio, N. Y., and former production manager on Ruppert account at the Biow Co., N. Y., named assistant advertising manager of Jacob Ruppert Brewery, N. Y.

John L. Bricker, formerly merchandising director, Colgate-Palmolive Co., to Whirlpool-Seeger

To Fly on High Plane

PETER PAN Foundations (girdles, brassieres), New York, will confine its advertising to institutional messages in sponsoring ABC Radio coverage of the Grace Kelly-Prince Rainier wedding in Monaco April 17-19, Herb Mayer, sales vice president of the firm, emphasized last week.

Mr. Mayer said his company "definitely won't be selling brassieres and girdles with 'The Wedding March' as background music." Mr. Mayer said that the broadcasts, relayed by shortwave from Europe, should reach at least 6 million women in the U. S. on each of the three days. He estimated advertising impressions would top 54 million, and that "with this kind of impact, we can afford to confine ourselves to institutional mentions of Peter Pan."

POWER

POWER

POWER

POWER

Power is the only answer for the advertiser who wants to get more for his money in 1956

Within the far-flung limits of influence
exerted by Atlanta's radio station WSB
and television station WSB-TV
are a given number of homes. This is ALL
the homes there are in this great area.
Use the power of WSB plus WSB-TV
and you reach them all. These *first* stations,
used individually or as a team,
give you a lower audience cost per thousand
than can be obtained on any other
Georgia station or combination of stations.
Get more for your money—
get on WSB and WSB-TV.

NBC Affiliate. Represented by Petry. Affiliated with The Atlanta Journal and Constitution

Corp., St. Joseph, Mich., as marketing director, responsible for sales, advertising, merchandising and market research.

Ellis L. Redden, veteran manufacturing industry advertising executive, appointed manager of advertising and sales promotion, Top Value Enterprises Inc. (trading stamp firm), Dayton, Ohio. He was advertising manager of Magnavox Co., Fort Wayne, Ind., until resignation last November.

Ernest L. Byfield Jr., formerly with Kastor, Farrell, Chesley and Clifford, Chicago, to Ellington & Co., same city, as account executive.

James H. Haine, office manager, Kenyon & Eckhardt, Philadelphia, transferred to N. Y. office in same capacity. **Robert J. Alsop,** assistant manager, Phila. office, succeeds Mr. Haine as office manager and **James Paris** becomes assistant manager.

Tom Tausig, Young & Rubicam, N. Y., to Cunningham & Walsh, N. Y., as radio-tv account executive on Folger's coffee.

Carroll B. Sugar, BBDO, L.A., assigned to DeSoto Motor Corp. and S. Calif. dealer organization, named account executive in Rexall Drug account group. **Alexander Cantwell** promoted to head of live production, radio-tv dept., BBDO, N. Y. **Peter Hanson** appointed business manager of department and **Donald M. Rowe** transferred to Hollywood as supervisor of production.

Robert P. Pruett, formerly with Lahr Adv., Indianapolis, to Warwick & Legler, N. Y., as account executive. **Henry M. Kane,** Lennen & Newell, N. Y., to W&L copy department.

William Hartman, former marketing director, Doyle Dane Bernbach, N. Y., named marketing and account management executive, Richard K. Manoff Inc., N. Y. Other appointments announced by new agency: **John Pledger,** formerly with J. M. Hickerson Inc., production and traffic manager, and **Robert Koren,** former controller, Kastor, Farrell, Chesley & Clifford, N. Y., to similar post.

Eleanor May Crowley, supervisor of Schenley account, William H. Weintraub, N. Y., (now Norman, Craig & Kummel), to Ogilvy, Benson & Mather, N. Y., as media space buyer.

MacLean Chandler, sales executive, KGO-AM-FM-TV San Francisco, Calif., to Harrington-Richards, S. F. agency, as director of media and research.

Dr. Ralph A. Klinefelter, director of public relations development, Duquesne U., Pittsburgh, Pa., to Vic Maitland & Assoc. Adv. Agency, that city, as director of public relations.

Martin Stevens, formerly with Grey Adv., N. Y., to Ogilvy, Benson & Mather, N. Y., as art director.

James Maloney, formerly vice president and art director, Lennen & Newell, N. Y., to Donahue & Coe Inc., N. Y., as art director.

Stanley Elstad, production manager and account executive, Goodman-Anderson Adv., L. A., to McCreery Inc., Beverly Hills, as copy chief.

William J. Plant, Young & Rubicam, N. Y., to Stromberger, LaVene, McKenzie, L. A. agency, as traffic manager.

Burton Wasserman, formerly with McCann-Erickson Inc., appointed research director in charge of research and marketing planning at George H. Hartman Co., Chicago.

STATION SALES

KIDDER, PEABODY & CO.—

- Maintains close contact with all phases of the Television and Radio industry.
- Has an established relationship with most of the important sources of investment capital in the country.

—We invite the station owner to take advantage of this dual coverage when considering the sale of his property.

Address inquiries to:
ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

KIDDER, PEABODY & CO.
FOUNDED 1865
NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO

Offices and correspondents in thirty other principal cities in the United States

COLOR CASTING

Advance Schedule Of Network Color Shows (All times EST)

CBS-TV

Mar. 24 (7-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co. through Ruthrauff & Ryan (also March 31).

Mar. 27 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son, through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks.

Mar. 29 (8:30-9:30 p.m.) *Climax,* Chrysler Corp., through McCann-Erickson.

NBC-TV

Mar. 19-23 (3-4 p.m.) *Matinee,* participating sponsors (also March 26-30, April 2-6, 9-13).

Mar. 19-23 (5:30-6 p.m.) *Howdy Doody,* participating sponsors (also March 26-30, April 2-6, 9-13).

Mar. 20 (7:30-7:45 p.m.) *Dinah Shore Show,* Chevrolet Motor Div. of General Motors Corp. through Campbell-Ewald (also March 22).

Mar. 21 (10-10:30 p.m.) *This Is Your Life,* Hazel Bishop through Raymond Spector, and Procter & Gamble Co. through Benton & Bowles, on alternate weeks.

Mar. 25 (7:30-9 p.m.) *Sunday Spectacular,* "Heaven Help the Working Girl," participating sponsors.

Mar. 29 (10-11 p.m.) *Lux Video Theatre,* Lever Bros., through J. Walter Thompson.

Mar. 31 (9:30-10 p.m.) *Texaco Star Theatre,* Texas Co. through Kudner.

April 2 (8-9:30 p.m.) *Producers Showcase,* "Barretts of Wimpole Street," Ford through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

April 3 (8-9 p.m.) *Milton Berle Show,* Sunbeam through Perrin-Paus, RCA and Whirlpool through Kenyon & Eckhardt.

April 8 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha through Bozell & Jacobs and American Chicle through Ted Bates, alternate weeks.

April 8 (4-5:30 p.m.) *NBC Opera Theatre,* "Trial at Rouen," sustaining.

April 14 (9-10:30 p.m.) *Max Liebman Presents,* "Marco Polo," Oldsmobile, through D. P. Brothers.

April 15 (7:30-9 p.m.) *Sunday Spectacular,* "The Baseball Spectacular," participating sponsors.

[Note: This schedule will be corrected to press time of each issue of B•T]

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

Beeline RADIO

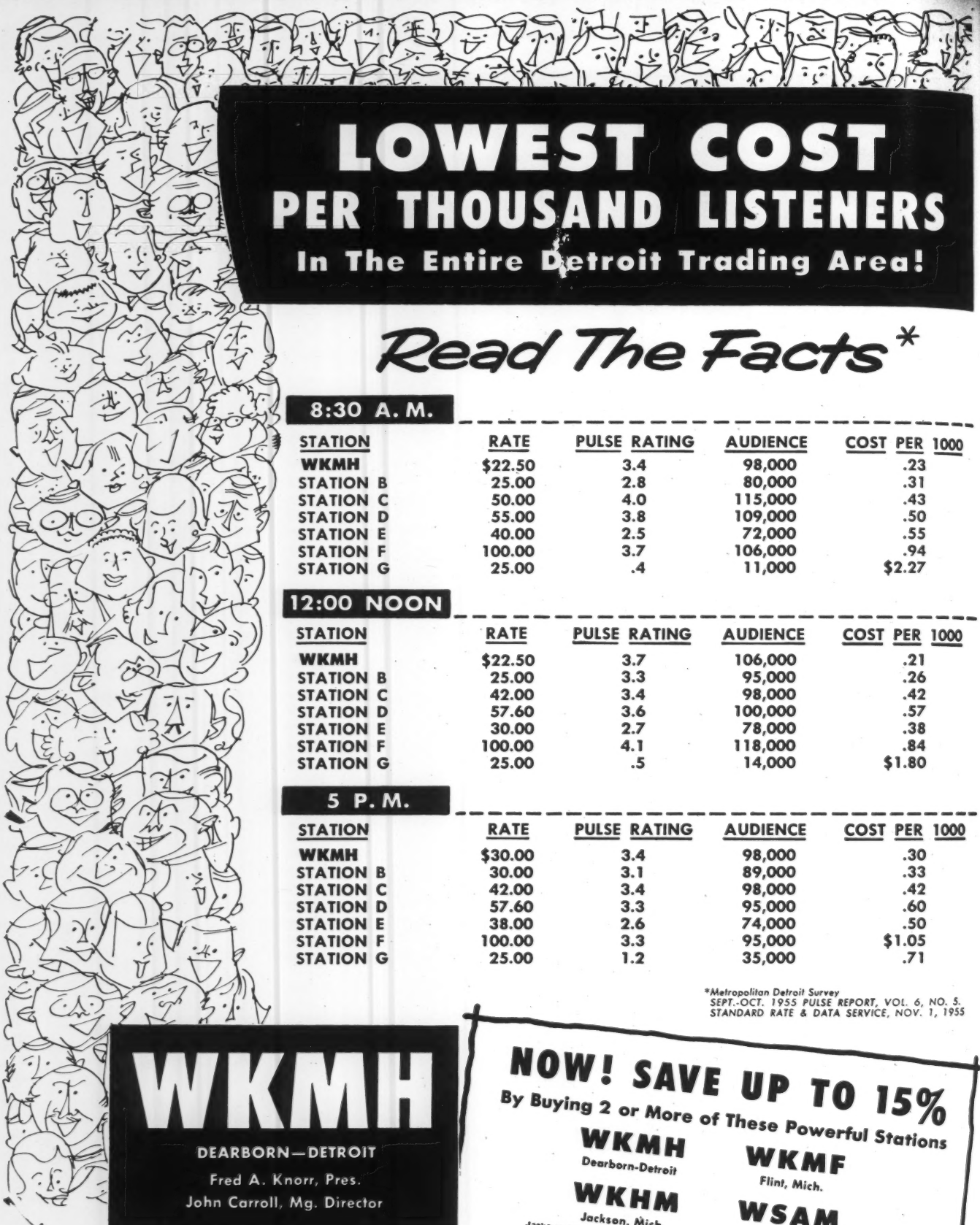
delivers more for the money

These *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

In this inland market — ringed by mountains — the Beeline covers an area with over 2 million people, more buying power than Colorado, more farm income than Kansas. (Sales Management's 1955 Copyrighted Survey)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative



LOWEST COST PER THOUSAND LISTENERS

In The Entire Detroit Trading Area!

*Read The Facts**

8:30 A. M.

STATION	RATE	PULSE RATING	AUDIENCE	COST PER 1000
WKMH	$22.50	3.4	98,000	.23
STATION B	25.00	2.8	80,000	.31
STATION C	50.00	4.0	115,000	.43
STATION D	55.00	3.8	109,000	.50
STATION E	40.00	2.5	72,000	.55
STATION F	100.00	3.7	106,000	.94
STATION G	25.00	.4	11,000	$2.27

12:00 NOON

STATION	RATE	PULSE RATING	AUDIENCE	COST PER 1000
WKMH	$22.50	3.7	106,000	.21
STATION B	25.00	3.3	95,000	.26
STATION C	42.00	3.4	98,000	.42
STATION D	57.60	3.6	100,000	.57
STATION E	30.00	2.7	78,000	.38
STATION F	100.00	4.1	118,000	.84
STATION G	25.00	.5	14,000	$1.80

5 P. M.

STATION	RATE	PULSE RATING	AUDIENCE	COST PER 1000
WKMH	$30.00	3.4	98,000	.30
STATION B	30.00	3.1	89,000	.33
STATION C	42.00	3.4	98,000	.42
STATION D	57.60	3.3	95,000	.60
STATION E	38.00	2.6	74,000	.50
STATION F	100.00	3.3	95,000	$1.05
STATION G	25.00	1.2	35,000	.71

*Metropolitan Detroit Survey
SEPT.-OCT. 1955 PULSE REPORT, VOL. 6, NO. 5.
STANDARD RATE & DATA SERVICE, NOV. 1, 1955

WKMH

DEARBORN—DETROIT

Fred A. Knorr, Pres.

John Carroll, Mg. Director

Represented by Headley-Reed

The Community Stations

KNORR Broadcasting CORP.

NOW! SAVE UP TO 15%

By Buying 2 or More of These Powerful Stations

WKMH Dearborn-Detroit

WKMF Flint, Mich.

WKHM Jackson, Mich. Jackson Broadcasting & Television Corp.

WSAM Saginaw, Mich.

BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

LAR DALY REQUEST REJECTED BY NBC

Network denies equal time to America First candidate for GOP presidential nomination to answer Eisenhower's Feb. 29 announcement speech.

NBC fielded the hottest ground ball of the young political season last week, but whether the network could throw it for a put-out was still uncertain at week's end.

The network rejected a request from Lar Daly, an America First candidate for Republican presidential nomination, for equal time [B•T, March 12] to answer President Eisenhower's speech Feb. 29. Mr. Daly countered that the NBC reasons for rejection were incorrect, and he reiterated statements that he would appeal to the FCC if all networks did not agree to his demands.

Mr. Daly, a Chicagoan who signs himself "Lar (America First) Daly," had written all the national networks saying he was a candidate for the Republican nomination for President and wanted time and facilities equivalent to those used by President Eisenhower when he explained his decision to stand for re-election [B•T, March 5]. NBC, denying the request in a letter sent last Monday over the signature of Vice President and General Attorney Thomas E. Ervin, used Mr. Daly's own words as the basis for its refusal. Mr. Ervin's letter explained:

". . . There is attached a photostatic copy of a letter dated Feb. 21, 1956, signed by you and addressed to the Secretary of State of the State of Illinois. It is clear from this letter that you have made a public disavowal of your candidacy for the Republican nomination for President of the United States. It is also clear from this letter that you are now supporting General Douglas MacArthur and Sen. William E. Jenner as candidates for the Republican nomination.

"Your letter to us was written on stationery bearing the heading 'Republican National Committee.' Your name appears on this stationery as 'national director.' We have been informed by the Republican National Committee in Washington, D. C., that you are neither a member of that committee, a national director thereof, nor authorized to hold yourself out to the public as such.

"In view of all the circumstances, we must respectfully deny your request."

The Daly letter cited by Mr. Ervin asked the Illinois Secretary of State to withdraw the petition he had filed for nomination for president on the GOP ticket. The letterhead carried this admonition: "Vote Republican for your Uncle Sam. Douglas MacArthur or U. S. Senator William E. Jenner of Indiana for president in 1956—Joseph McCarthy—John Bricker or William Knowland for vice president—Lar (America First) Daly for governor of Illinois —always America first."

Mr. Daly told B•T he went through "the formal motion" of withdrawing as a candidate for Republican presidential nomination purely in the hope of getting some publicity, knowing that it was too late to drop his name from the Illinois primary ballot.

By Illinois law, the last day for filing for presidential nominations was Jan. 23 and the last day for withdrawing a candidacy was Jan. 28. Mr. Daly sent his publicity-seeking letter Feb. 21. "I wanted to get some ink," was his way of describing his desires. Mr. Daly said he later received a letter from the Illinois Secretary of State advising him his name would remain on the primary ballot.

Other networks still had not replied to Mr. Daly's request.

Hall vs. Butler

A political debate, scheduled on CBS radio and tv Sunday, March 25, will feature Paul Butler, chairman of the National Democratic Committee, and Leonard Hall, chairman of the National Republican Committee, who will be appearing at the 10th annual Philadelphia Bulletin Forum. The public debate, of the Lincoln-Douglas variety, will be carried live on tv 2-2:55 p.m. EST, preempting *Adventure*. CBS Radio will carry a delayed broadcast that same evening, 9:05-10 p.m. CBS newsman Walter Cronkite will moderate.

Butler Again Refused Bid for Equal Time

TEXTS of messages from ABC, CBS and NBC —all turning down a second request by Democratic National Chairman Paul M. Butler for equal time for Democrats to answer President Dwight Eisenhower's Feb. 29 broadcast on all radio and tv networks—were released last week by the Democratic National Committee.

Mr. Butler sent all networks a telegram March 1 asking them to reconsider his original request for equal time made Feb. 29. Only Mutual complied with Mr. Butler's second request, giving the Democrats the 10-10:20 p.m. EST period March 7, which was used by Sen. John J. Sparkman (D-Ala.) [B•T, March 12].

Meanwhile, the Senate Commerce Committee at hearings last week on tv networks and uhf-vhf troubles (see page 66) entered in the hearing record a March 7 letter from Mr. Butler suggesting that "you might want to consider asking the president of the other three networks (ABC, CBS, NBC) to appear before your committee to explain in detail for you their refusal of our request for equal time."

Committee Chairman Warren G. Magnuson (D-Wash.) urged that networks "give careful consideration" to the Democratic requests and added that "the questions regarding political time will be gone into at a later date." Sen. Magnuson's recommendation was announced by Sen. John O. Pastore (D-R. I.), presiding at the hearing during the absence of the chairman.

ABC President Robert E. Kintner in a March 6 letter said ABC feels "our programming has achieved a fair and balanced presentation of the various political viewpoints—this applies to both Republicans and Democrats," and noted that ABC would be legally obligated to give equal time to a "nationally recognized Republican" if one should announce his candidacy in opposition to Mr. Eisenhower, "depending upon the circumstances at the time." ABC already has adequately covered announcements for the Democratic nomination by Sen. Estes Kefauver (D-Tenn.) and Adlai Stevenson, he said, and would do so for other announced candidates for Democratic nomination.

Mr. Kintner said ABC felt Mr. Eisenhower's talk was designed to obtain the Republican nomination and "on this basis, we see neither legal nor moral reasons for granting time to the Democratic National Committee." He said ABC always has broadcast not only speeches of major political leaders, but also balanced analyses by commentators, both liberal and conservative.

He said ABC does not believe the present Senate bill (S 3308) to permit networks to give time to major parties, without an obligation to do so for minor parties, is in the public interest.

CBS President Frank Stanton in a March 7 letter said CBS through the years has tried to maintain an *over-all* balance on major viewpoints of all significant controversies; that this may not be maintained by "isolating a single broadcast and matching that single broadcast with an equivalent broadcast." Such a course would lead to chaotic programming and result in such a depreciation of the integrity and impact of radio-tv that the public would soon lose interest, sets would be turned off and it would not be worthwhile to make requests for time, he said.

He said CBS tries to maintain this over-all balance over a period of time, which is "a tremendous responsibility; the decisions in particular cases may often be close, difficult and delicate. In the circumstances we can hardly expect to please all of the vigorous advocates on every side." He listed a schedule of CBS Radio and CBS-TV broadcasts carried in 1955 and 1956, showing the presentations of Democratic and GOP spokesmen for this period.

He noted this list omitted several broadcasts by President Eisenhower, Vice President Richard Nixon and Secretary of State John Foster Dulles, which he said had been labeled by them as non-political or were otherwise clearly so.

NBC President Robert W. Sarnoff in a March 2 telegram said NBC made its decision "on the very considerations of fairness and balance to which you refer. We have maintained such balance and fairness, having already given time on several occasions to Democratic leaders as a public service. Accordingly, giving additional free time to Democratic spokesmen is not called for at present."

He said in future campaign activities NBC "shall of course, continue to maintain balance and fairness in appearances by representatives of the major parties as the campaign progresses."

Johnson Bill May Become Part of Hennings Measure

INDICATIONS last week were that a Senate bill (S 3308) to raise election campaign ceilings and provide equal radio-tv time for the presidential and vice presidential candidates of the major parties might not be reported out of the Senate Rules Committee to which it has been referred [B•T, March 12]. Instead, the bill might be suggested on the Senate floor as an amendment to another elections bill (S 636) already on the Senate calendar.

Meanwhile, the bill has gained more co-sponsors, bringing the total to 85 senators. A spokesman for the Senate Majority Policy Committee said no immediate action is planned on the bill "until we clear some of these other bills out." Senate leadership, however, has expressed hope of Senate action on the measure before the Easter recess (March 29-April 9).

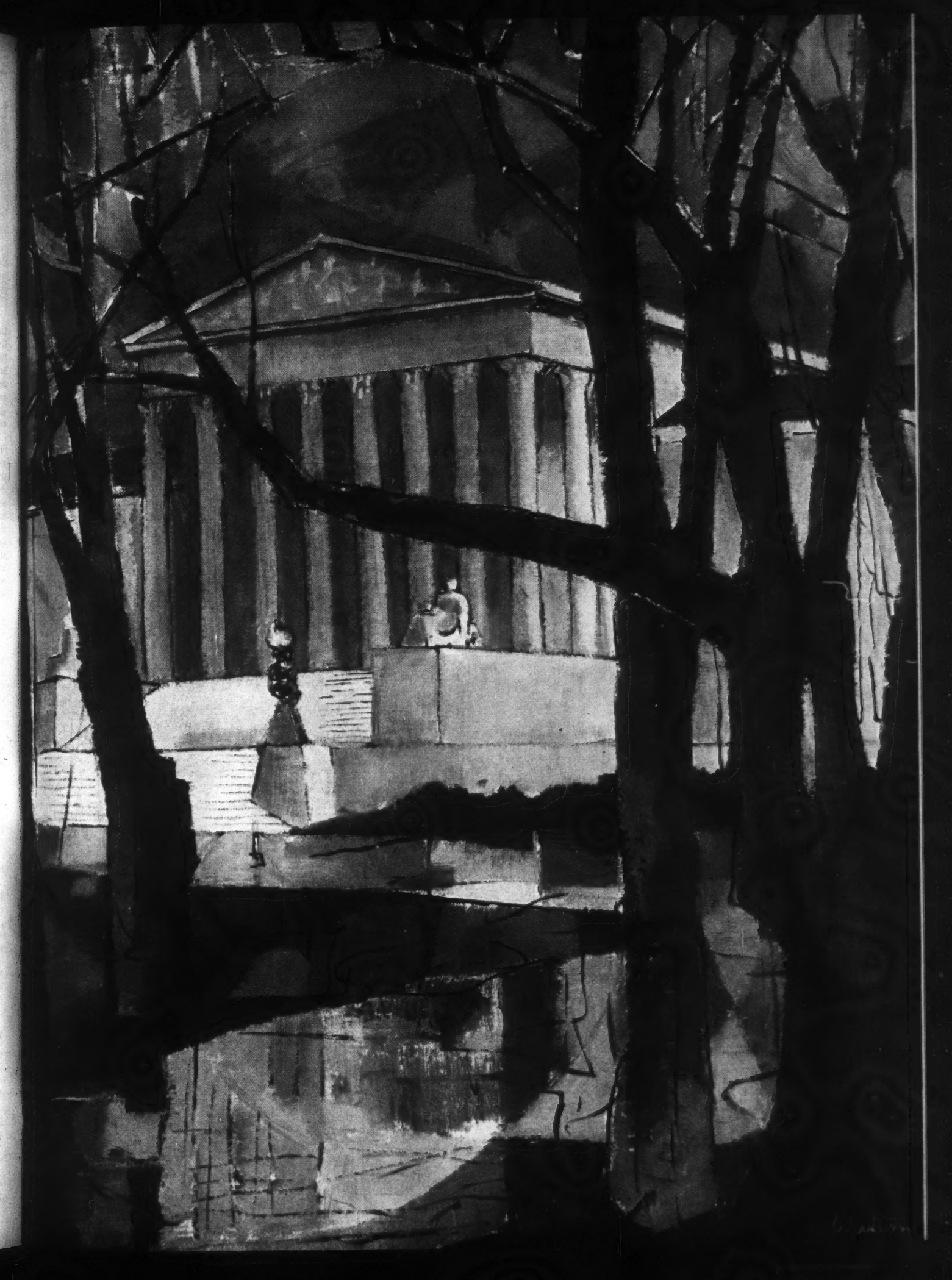
Hearings were held last year on S 636, introduced by Sen. Thomas C. Hennings Jr. (D-Mo.), and the Rules Committee reported it out. The Hennings bill would raise campaign expenditure ceilings, but carries no amendment of Sec. 315 (a) of the Communications Act, as does S 3308, introduced by Senate Majority Leader Lyndon B. Johnson (D-Tex.).

Sen. Theodore F. Green (D-R. I.), chairman of the Rules Committee, has been given authority to call a special meeting on S 3308 after sounding out senatorial leaders.

EQUAL JUSTICE:

one of a series of paintings
of Washington by William Walton
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division

Represented by CBS Television Spot Sales



EQUAL JUSTICE *by William Walton.*
Fourth of a series of paintings of Washington
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division
Reprints of this series available on request.

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN FEBRUARY

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK — SEVEN-STATION MARKET

1.	Highway Patrol (Ziv)	Mon.	7:00	WRCA-TV	22.4
2.	Guy Lombardo (MCA-TV)	Thurs.	7:00	WRCA-TV	14.4
3.	Great Gildersleeve (NBC Film)	Tues.	7:00	WRCA-TV	13.2
4.	Buffalo Bill Jr. (CBS Film)	Sat.	6:00	WPIX	12.8
5.	Superman (Flamingo)	Mon.	6:00	WRCA-TV	11.8
	Rheingold Theatre (Official)	Sat.	7:00	WRCA-TV	11.8
7.	Death Valley Days (McC-E)	Wed.	7:00	WRCA-TV	11.6
8.	Science Fiction Theatre (Ziv)	Fri.	7:00	WRCA-TV	11.2
9.	Annie Oakley (CBS Film)	Sat.	5:30	WCBS-TV	10.2
10.	Waterfront (MCA-TV)	Tues.	7:30	WABD	9.8

LOS ANGELES — SEVEN-STATION MARKET

1.	Confidential File (Guild)	Sun.	9:30	KTTV	20.3
2.	Amos 'n' Andy (CBS Film)	Sun.	5:30	KNXT	19.7
3.	Superman (Flamingo)	Sat.	7:00	KTTV	18.8
4.	Life of Riley (NBC Film)	Mon.	8:30	KTTV	17.9
5.	Badge 714 (NBC Film)	Sat.	7:30	KTTV	16.5
6.	Highway Patrol (Ziv)	Mon.	9:00	KTTV	16.4
7.	Search for Adventure (Bagnell)	Thurs.	7:00	KCOP	16.2
8.	Jungle Jim (Screen Gems)	Mon.	6:00	KTTV	15.1
9.	Buffalo Bill Jr. (CBS Film)	Wed.	6:00	KABC-TV	14.8
10.	Susie (TPA)	Sat.	8:00	KTTV	14.7

MINNEAPOLIS-ST. PAUL — FOUR-STATION MARKET

1.	Buffalo Bill Jr. (CBS Film)	Sat.	11:30	WCCO-TV	18.0
2.	I Led Three Lives (Ziv)	Tues.	9:30	KSTP-TV	15.9
	Highway Patrol (Ziv)	Thurs.	10:00	WCCO-TV	15.9
4.	Mr. District Attorney (Ziv)	Wed.	10:30	KSTP-TV	14.9
5.	Annie Oakley (CBS Film)	Sat.	4:00	WCCO-TV	14.6
	Hopalong Cassidy (NBC Film)	Sat.	6:00	WCCO-TV	14.6
7.	Secret Journal (MCA-TV)	Thurs.	9:30	WCCO-TV	14.4
8.	Studio 57 (MCA-TV)	Wed.	9:30	KSTP-TV	13.4
9.	Wild Bill Hickok (Flamingo)	Sat.	5:30	WCCO-TV	13.2
10.	Life of Riley (NBC Film)	Sun.	6:00	KSTP-TV	12.6
	Superman (Flamingo)	Mon.	6:30	WTCN-TV	12.6

SEATTLE-TACOMA — FOUR-STATION MARKET

1.	Life of Riley (NBC Film)	Thurs.	7:30	KING-TV	34.6
2.	Death Valley Days (McC-E)	Sun.	9:00	KING-TV	32.9
	Search for Adventure (Bagnell)	Sat.	7:00	KING-TV	32.9
4.	Highway Patrol (Ziv)	Thurs.	7:00	KOMO-TV	30.5
5.	Badge 714 (NBC Film)	Fri.	9:30	KING-TV	26.3
6.	Buffalo Bill Jr. (CBS Film)	Sat.	4:30	KING-TV	25.9
7.	Western Marshal (NBC Film)	Wed.	6:00	KING-TV	25.0
	Annie Oakley (CBS Film)	Fri.	6:00	KING-TV	25.0
9.	Mr. District Attorney (Ziv)	Fri.	9:00	KING-TV	23.2
10.	Wild Bill Hickok (Flamingo)	Thurs.	6:00	KING-TV	22.2

CHICAGO — FOUR-STATION MARKET

1.	Secret Journal (MCA-TV)	Sat.	10:00	WNBQ	26.3
2.	Science Fiction Theatre (Ziv)	Sat.	10:30	WNBQ	22.5
3.	Cisco Kid (Ziv)	Sun.	5:00	WBKB	19.3
4.	Long John Silver (CBS Film)	Sun.	2:00	WBKB	16.8
5.	Superman (Flamingo)	Sat.	5:00	WBKB	15.8
6.	Highway Patrol (Ziv)	Thurs.	9:00	WBKB	15.7
7.	Wild Bill Hickok (Flamingo)	Sun.	1:30	WBKB	14.3
8.	Liberace (Guild)	Wed.	9:30	WGN-TV	13.9
9.	Life of Riley (NBC Film)	Sat.	6:00	WNBQ	13.8
10.	Little Rascals (Interstate)	M.-F.	4:00	WBKB	13.5

WASHINGTON — FOUR-STATION MARKET

1.	Superman (Flamingo)	Tues.	7:00	WRC-TV	21.9
2.	Wild Bill Hickok (Flamingo)	Thurs.	7:00	WRC-TV	20.7
3.	Amos 'n' Andy (CBS Film)	Tues.	7:30	WTOP-TV	17.6
	Ramar of the Jungle (TPA)	Wed.	7:00	WTOP-TV	17.6
5.	Badge 714 (NBC Film)	Fri.	7:00	WRC-TV	15.4
6.	Jungle Jim (Screen Gems)	Fri.	6:00	WMAL-TV	15.3
7.	Little Rascals (Interstate)	Wed.	7:00	WRC-TV	15.1
8.	Buffalo Bill Jr. (CBS Film)	Thurs.	6:00	WMAL-TV	15.0
9.	Waterfront (MCA-TV)	Tues.	10:30	WTOP-TV	14.8
10.	Captain Z-Ro (Atlas)	Sat.	6:30	WTOP-TV	14.7
	Annie Oakley (CBS Film)	Fri.	7:00	WTOP-TV	14.7

ATLANTA — THREE-STATION MARKET

1.	Superman (Flamingo)	Wed.	7:00	WSB-TV	29.0
2.	Sheena of the Jungle (ABC Film)	Thurs.	6:30	WLWA	26.9
3.	Amos 'n' Andy (CBS Film)	Sun.	7:00	WAGA-TV	25.8
4.	Annie Oakley (CBS Film)	Mon.	6:00	WLWA	25.7
5.	Jungle Jim (Screen Gems)	Mon.	6:30	WLWA	25.6
6.	Wild Bill Hickok (Flamingo)	Thurs.	6:00	WLWA	24.2
7.	Grand Ole Opry (Flamingo)	Sat.	7:00	WAGA-TV	23.8
8.	Waterfront (MCA-TV)	Fri.	7:00	WAGA-TV	23.7
9.	Buffalo Bill Jr. (CBS Film)	Wed.	6:00	WLWA	23.1
10.	City Detective (MCA-TV)	Sat.	11:00	WSB-TV	23.0

CLEVELAND — THREE-STATION MARKET

1.	Range Rider (CBS Film)	Sun.	7:00	WEWS	25.7
	Annie Oakley (CBS Film)	Sat.	6:30	WXEL	25.7
3.	Highway Patrol (Ziv)	Tues.	10:30	WXEL	24.0
4.	My Little Margie (Official)	Mon.	7:00	KYW-TV	23.7
5.	Soldiers of Fortune (MCA-TV)	Thurs.	7:00	KYW-TV	22.2
6.	Science Fiction Theatre (Ziv)	Tues.	7:00	KYW-TV	20.0
7.	Racket Squad (ABC Film)	Sat.	7:00	KYW-TV	19.8
8.	Badge 714 (NBC Film)	Fri.	7:00	WXEL	18.8
9.	Secret Journal (MCA-TV)	Fri.	9:00	WEWS	17.8
10.	Buffalo Bill Jr. (CBS Film)	Sat.	5:30	WXEL	17.0

BOSTON — TWO-STATION MARKET

1.	Highway Patrol (Ziv)	Wed.	10:30	WBZ-TV	29.6
2.	Superman (Flamingo)	Fri.	6:30	WNAC-TV	28.3
3.	Wild Bill Hickok (Flamingo)	Tues.	6:30	WNAC-TV	27.0
4.	Range Rider (CBS Film)	Sun.	7:00	WBZ-TV	24.2
5.	Man Behind the Badge (MCA-TV)	Sun.	10:30	WNAC-TV	24.0
6.	Ellery Queen (TPA)	Fri.	10:30	WNAC-TV	23.0
7.	I Led Three Lives (Ziv)	Mon.	7:00	WNAC-TV	22.7
8.	Waterfront (MCA-TV)	Sun.	7:00	WNAC-TV	22.4
9.	Mr. District Attorney (Ziv)	Tues.	10:30	WNAC-TV	20.5
10.	Stories of the Century (Hollywood)	Tues.	6:00	WNAC-TV	20.2

DAYTON — TWO-STATION MARKET

1.	Highway Patrol (Ziv)	Tues.	9:00	WHIO-TV	39.9
2.	City Detective (MCA-TV)	Tues.	7:30	WHIO-TV	30.6
3.	Gene Autry (CBS Film)	Thurs.	7:00	WHIO-TV	28.3
4.	Stories of the Century (Hollywood)	Sat.	7:00	WHIO-TV	24.1
5.	Man Called X (Ziv)	Fri.	10:30	WHIO-TV	23.4
6.	Wild Bill Hickok (Flamingo)	Thurs.	6.00	WLWD	21.6
7.	Annie Oakley (CBS Film)	Fri.	6:00	WLWD	21.0
8.	Follow That Man (MCA-TV)	Sat.	6:00	WHIO-TV	18.6
9.	I Led Three Lives (Ziv)	Fri.	9:30	WLWD	17.9
10.	Racket Squad (ABC Film)	Tues.	7:00	WHIO-TV	17.8

the first 23 years were the greatest

Twenty-three years ago WFDF introduced the BLUES CHASERS to Flint. The show is still going strong today. Billy Geyer, on hand from the beginning, supplies organ melodies, and his partner, Bud Haggart, adds vocals. Both fill in with the kind of conversation that strikes the local fancy. About the only thing really different from the first BLUES CHASERS show is a full complement of commercials. Flint sponsors discovered the boys could sell. National sponsors, especially those with new products, found this old, accepted show a sure way to open doors here in Flint. It can do the same for you. There are a few participations from 12:30 to 1:30 each weekday afternoon. Katz has all the details.

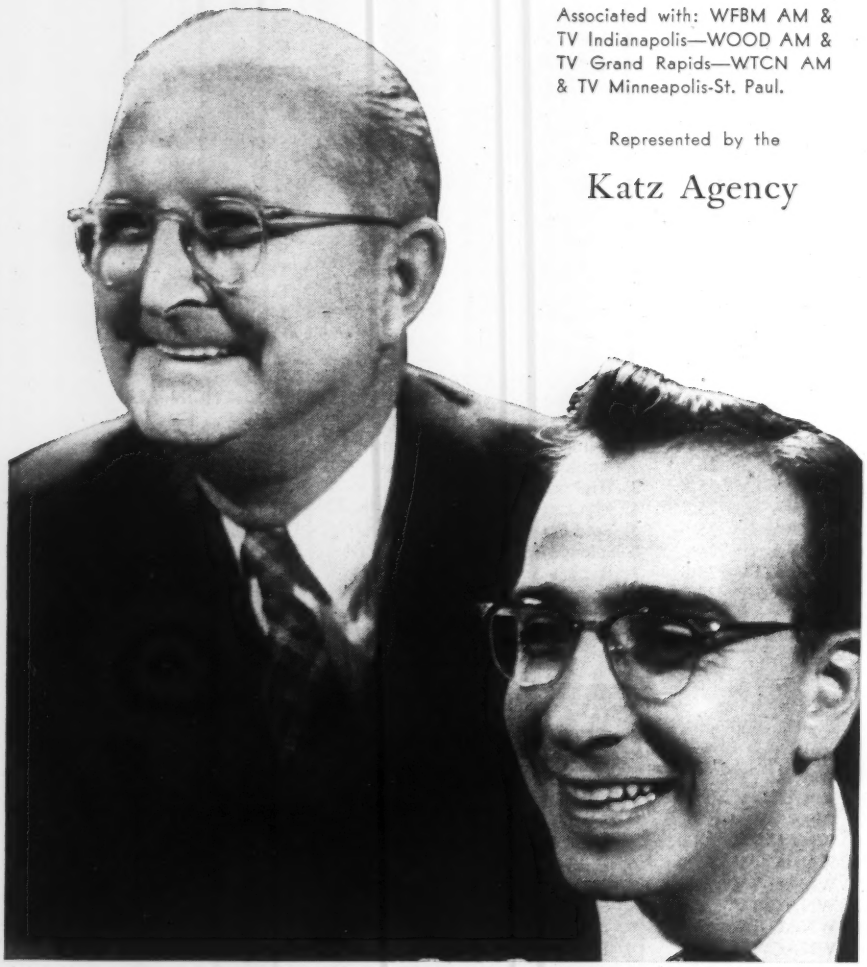
flint, michigan **wfdf**

nbc affiliate

Associated with: WFBM AM & TV Indianapolis—WOOD AM & TV Grand Rapids—WTCN AM & TV Minneapolis-St. Paul.

Represented by the

Katz Agency



FILM

MGM Negotiating Sale Of Three Series to Video

METRO-GOLDWYN-MAYER Pictures last week was reported in negotiations with tv film distribution firms for release to tv of 37 feature films in the Andy Hardy, Dr. Kildare and Maisie series, for a price understood to be about $1.8 million against a percentage of the gross, under a two-to-three-year lease arrangement.

Distributors who have discussed terms with Metro are said to include National Telefilm Assoc. and PRM, American-Canadian concern in which Eliot Hyman is a central figure. Though talks are continuing, a source close to NTA said the figure of about $50,000 per picture is "just too high."

In contrast with MGM's interest in releasing its films to television, Universal International indicated Friday that "the time is not ripe" to make its backlog of films available to tv. Milton R. Rackmil, U-I president, told the company's annual stockholders meeting that U-I is not interested in selling to tv at the present time. In reply to a stockholder's questions, he said he would not consider tv release of 800 feature films for even 10 million.

Edward Madden Leaves MPTV To Join International Latex

APPOINTMENT of Edward Madden, vice president of Motion Pictures for Television for the past three years, as vice president of International Latex Corp., New York, was announced last week by W. O. Heinze, president.

MR. MADDEN

Though Mr. Madden's precise area of responsibility at International Latex was not defined, his appointment follows a recurring report that IL will sponsor the old RKO backlog of motion pictures on a network or national spot basis. The film library is owned by C & C Super Tv Corp., headed by Matthew Fox, with whom Mr. Madden was associated at MPTV. No confirmation of the projected International Latex sponsorship or description of Mr. Madden's duties at IL could be ascertained last week.

Prior to joining MPTV, Mr. Madden was for four years a vice president of NBC-TV. Previously he had been a vice president of McCann-Erickson.

Screen Gems Reports Sales

TEN MORE tv stations have purchased "Hollywood Movie Parade," the new package of 104 feature films distributed by Screen Gems Inc., subsidiary of Columbia Pictures Corp., since the first sale was announced a fortnight ago, Sales Director Robert H. Salk said last week.

New stations signed include KTTV (TV) Los Angeles, KRON-TV San Francisco, KFJZ-TV Dallas, KCMO-TV Kansas City, KUTV (TV) Salt Lake City, WOW-TV Omaha, KOB-TV Albuquerque, KCRA-TV Sacramento, Calif., WTTV (TV) Bloomington, Ind. (Indianapolis), KSYD-TV Wichita Falls, Tex., and WCBS-TV New York.

Breweries Buy Ziv Show

SIGNING of six breweries as new sponsors of Ziv Television Programs' *Man Called X* tv film series was announced last week by M. J. Rifkin,

vice president in charge of sales. Latest sales on the series, which increase markets to 163, were to Anheueser-Busch Inc. for Chicago; Reisch Brewing Co. for Springfield, Ill.; Arizona Brewing Co. for Yuma; Stegmaier Brewing for Wilkes-Barre; Lone Star beer for El Paso and Dawson's Brewery for Boston.

Screen Gems' Western Sales Adds to Staff, Makes Move

IN A MOVE attributed to expanding sales activities on the West Coast, Screen Gems Inc., New York, last week announced a series of additions to its Western Sales Div. and the move of its sales headquarters from San Francisco to Hollywood.

Dick Dinsmore, who has been west coast sales manager in San Francisco, has been promoted to western sales manager in Hollywood. Haan Tyler, formerly sales manager of Tom Corradine & Assoc., Hollywood, has joined Screen Gems as station sales supervisor of the division. Mr. Dinsmore will supervise an enlarged sales staff, composed of John Hunt, Seattle, Northwest; Peter Carey, San Francisco, California-Nevada; Tom Seehof, formerly sales representative in Salt Lake City and now in Hollywood; Starley Bush, salesman for KUTV-TV Salt Lake City, and now with Screen Gems in that city, and Mr. Tyler, Hollywood.

FILM RANDOM SHOTS

Procter & Gamble, sponsor of *Jane Wyman's Fireside Theatre* (NBC-TV, Tuesday, 9-9:30 p.m.), has exercised option on show for another year, according to Lewman Productions, L. A. P&G agency is Compton Adv., N. Y. Sponsor plans to continue series at same time on NBC-TV, starting mid-September.

Albert C. Gannaway, L. A., has bought interest of Charles Ver Halen in Gannaway-Ver Halen Productions, Hollywood, covering rights of latter in connection with *Dan'l Boone* tv series, "Adventures of Daniel Boone" feature, *Sheriff Young* series and merchandising tie-ups.

FILM PEOPLE

Jack Whitehead, internationally known cinematographer, appointed director of photography and head cameraman of Fred A. Niles Productions Inc., Chicago and Hollywood. He has been in feature film production over 30 years, with U. S. and British motion picture firms and as free-lance cameraman.

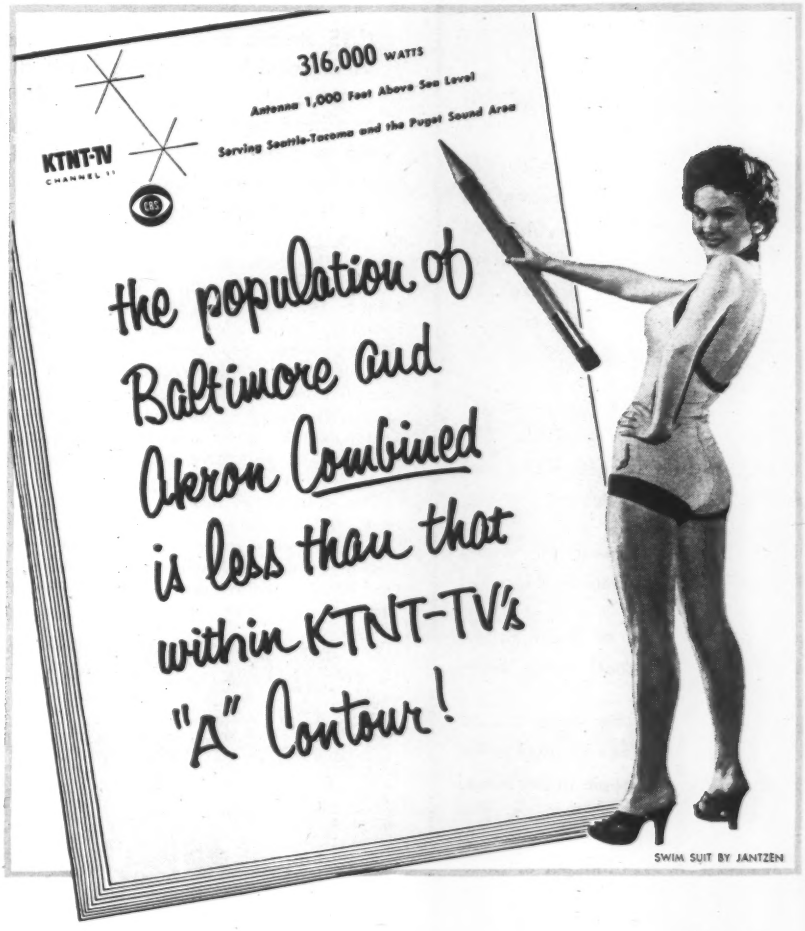
MR. WHITEHEAD

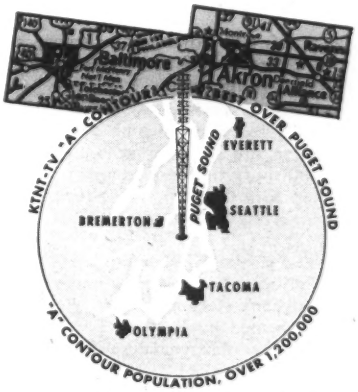
Andy Coscia, media and research director, Guild Films, to Western Television Corp., subsidiary of C&C Super Corp., N. Y., as assistant to vice president in charge of operations.

Bernie Saber, formerly with United Film & Recording Studios, Chicago, to Kling Film Productions, same city, as musical director.

David Heilweil, producer of *Suspense* and *Danger* on CBS-TV, signed by Bischoff-Diamond Productions, L. A., as producer on *Mystery Writers Theatre* series for Screen Gems Inc.

Leo Davis, MCA-TV production staff on CBS-TV's *General Electric Theatre* named producer of program's live shows.


316,000 WATTS
Antenna 1,000 Feet Above Sea Level
Serving Seattle-Tacoma and the Puget Sound Area
KTNT-TV
CHANNEL 11
CBS
the population of Baltimore and Akron Combined is less than that within KTNT-TV's "A" Contour!
SWIM SUIT BY JANTZEN



This area contains OVER HALF the population of Washington State and it accounts for OVER HALF the retail sales of the state.

. . . and more than 2 million people live in the ENTIRE area covered by KTNT-TV

. . . and what's more—

Only KTNT-TV has all five

Of all the television stations in the rich Puget Sound area of Washington State, ONLY KTNT-TV covers all five of the following major cities in its "A" contour:

- **Seattle**
- **Tacoma**
- **Everett**
- **Bremerton**
- **Olympia**

KTNT TV CBS CHANNEL ELEVEN BASIC

CBS Television for Seattle, Tacoma, and the Puget Sound Area

316,000 WATTS

Antenna height, 1000 ft. above sea level

Represented nationally by **WEED TELEVISION**

MEMO: TO TIMEBUYERS, ACCOUNT EXECS WHO LIKE TO LEAD THE FOLLOWERS!

With the coming of major industries like GE's $5,000,000 plant now in operation, Roanoke is on the Go! And the one and only station that caters to this change in pace and taste . . . in the home, at work, in the car . . . day and night . . . is WROV!

HOW? With a compelling programming schedule of proven Music, Top Area Personalities, In-Person Local News and All Season Sports!

Exclusive '56 broadcasts of World Series Dodgers, first time in Roanoke!

Exclusive broadcasts of High School basketball and football from three local schools!

Exclusive Live coverage of local news, featuring voices of people in the news!

Exclusive producers of largest local contest ever run, Jr. Chamber of Commerce Dream Home. Dream Home Contest, presented with Jr. Chamber of Commerce!

Leading Local Personalities, Jerry Joynes, Jackson, Sid Tear!

More local advertisers hire WROV personalities, and programs to move merchandise than any other local station! They know **it's the programs, not the power,** people listen to and believe! In Roanoke, lead the followers with a localized selling campaign on Roanoke's only fulltime Music, News and Sports Station!

Represented by
BURN-SMITH CO., INC.

ad MAN'S BEST FRIEND 1240 ON YOUR DIAL
WROV
Burt Levine, Pres.
ROANOKE, VIRGINIA

RAB NAMES TAYLOR, CONFIRMS HARDESTY

CBS Radio executive acquires vice presidency along with directorship. Bureau also formalizes John F. Hardesty's role as general manager and advances Warren Boorom to promotion manager.

SHERRIL TAYLOR of CBS Radio was named vice president and promotion director of Radio Advertising Bureau and RAB Vice President John F. Hardesty's role as general manager was formalized by the bureau's executive committee last week. In addition, Warren Boorom was advanced from director of local promotion to promotion manager.

The changes were announced by RAB President Kevin Sweeney, who had proposed them, following an executive committee meeting in New York Wednesday.

The committee, headed by Kenyon Brown of KWFT Wichita Falls, Tex., also:

• Approved management plans for a second National Radio Advertising Clinic to be held Oct. 29-30 at the Waldorf-Astoria in New York. The first, held last October, drew a capacity attendance of 600 advertiser, agency, station and network executives to discuss radio as a national advertising force.

MR. TAYLOR

MR. BOOROM

• Approved a revised budget for the first half of 1956, reflecting income gains that thus far this year are running at an annual rate of $100,000 more than anticipated at the RAB board meeting in December. The revised budget pushes planned expenditures for 1956 to more than $775,000.

• Heard President Sweeney present plans for helping stations and networks make the most out of this year's National Radio Week, which, as long advocated by RAB, will be held separately from the observance of National Television Week.

• Heard plans for RAB participation in Radio Day at the NARTB convention next month. RAB will stage a presentation tentatively titled "Radio: One of the Big Four" on the convention's last day.

Mr. Taylor, who will join RAB on April 1, currently is co-director of sales promotion and advertising for the CBS Radio Network. In his new post he will supervise all promotion activities.

As part of the realignment, Mr. Boorom becomes promotion manager and will serve as Mr. Taylor's deputy. Through him, both national and local promotion departments will report to Mr. Taylor. Sales development, headed by Walter Brown, also will report to the new vice president and promotion director.

Mr. Taylor started in radio in 1947 as a publicity writer for KSL Salt Lake City, where he rose to director of sales promotion for both KSL and KSL-TV. In 1951 he moved to CBS-owned KNX Los Angeles and the Columbia Pacific Radio Network as sales promotion manager. He later became KNX-CPRN sales promotion, advertising and exploitation director before joining CBS Radio Spot Sales in New York in 1953. He was named co-director (with Louis Dorfsman) of sales promotion and advertising for the CBS Radio Network last year after two years as manager of the CBS Radio Spot Sales Promotion dept.

"Sherril Taylor's unmatched background of promotion for radio stations, station representatives, and regional and national networks was made to order for RAB," President Sweeney said in announcing the election. He expressed the view that Mr. Taylor "is one of the outstanding media promotion men in the country" and said "his addition to the RAB completes what we feel is the best team in media promotion."

Mr. Boorom, director of advertising and promotion for WTOP Washington before joining RAB as assistant director of local promotion in 1954, was named local promotion director eight months ago.

The addition of the general managership to Mr. Hardesty's vice presidential title, also effective April 1, was a formality. Officials pointed out that "vice president and general manager, although a new title, formalizes the arrangement that has prevailed since Mr. Hardesty's election to a vice presidency in December, when he returned to RAB after two years as eastern sales manager for Westinghouse Broadcasting Co. He had been RAB local promotion director from 1952 to 1954.

AFA June Convention Expected To Draw Over 1,000 Ad People

OVER 1,000 advertising executives are expected to attend the 52d annual convention in Philadelphia of the Advertising Federation of America, June 10-13, according to Ben R. Donaldson, institutional advertising manager, Ford Motor Co., and AFA chairman.

Coincident with the convention—timed as part of the national observance of Benjamin Franklin's 250th birthday anniversary—Philadelphia's Poor Richard Club, affiliated with AFA and one of the largest advertising clubs in the U. S., will celebrate its 50th anniversary.

Meanwhile, Bonnie Dewes of D'Arcy Adv., St. Louis, general chairman of the AFA committee to select the Advertising Woman for 1956—the ninth such annual selection to be made—said that nominations will close March 26. Winner will be announced during the four-day convention.

Convention activities as planned include the following: a four-day analysis and discussion of advertising, an eight-member panel discussion on the future change in advertising, a theatre party to see the road-company tour of "Kismet," sightseeing trips throughout Philadelphia and a round of buffets, cocktail parties and fashion shows.

New Officers for RTES Submitted by Committee

THE nominating committee of the Radio & Television Executives Society has unanimously recommended the following slate of officers and members of the board of governors to serve next year:

Officers: Robert Burton, vice president, Broadcast Music Inc, nominated for second term as president; Merle Jones, vice presi-

dent, CBS-TV, as first vice president; Robert Leder, vice president-general manager, WINS New York, as second vice president; Claude Barrere, eastern director of tv, BMI, as secretary, and Bernard Goodwin, president, DuMont Broadcasting Corp., as treasurer.

For the board of governors to serve for a two-year term: Kenneth Bilby, NBC vice president of public relations; Maggi Eaton, Radio Reports Inc.; Norman Glenn, Sponsor Publications; Geraldine Zorbaugh, general counsel & secretary, ABC, and Norman Gluck, vice president, United World Films Inc. Elected to the board last year for a two-year term, and serving until May 1957: Don McClure, director of film, International Latex Corp.; Frank Pellegrin, vice president and secretary, H-R Representatives; Roger Pryor, vice president in charge of radio-tv, Foote, Cone & Belding; Robert Schmid, vice president and director, MBS, and Sam Slate, program director, WCBS New York.

BBC Head Before N. Y. Group

SIR IAN JACOB, director general of the British Broadcasting Corp., will speak at this Wednesday's luncheon meeting of the Radio & Television Executives Society in the grand ballroom of the Hotel Roosevelt, New York. Mr. Jacob, who, it is understood, will present the BBC's thoughts about Britain's commercial Independent Television Authority (ITA) [CLOSED CIRCUIT, March 5], also will answer questions posed by a special panel made up of John Daly, ABC vice president and commentator, and Jack Gould, radio-tv columnist, *New York Times*.

Mich. AAAA Elects Anderson

ROBERT E. ANDERSON, BBDO, Detroit, has been elected chairman of the Michigan Council, American Assn. of Advertising Agencies, the AAAA reported last week. Other Detroit advertising agency executives named in a special election held to fill four vacancies on the board of governors were Aldis P. Butler, Young & Rubicam, and Leonard Simons, Simons-Michealson, to vice-chairman and secretary-treasurer, respectively.

MR. ANDERSON

Elected for two-year terms were Victor Armstrong, Kenyon & Eckhardt; Colin Campbell, Campbell-Ewald; Mr. Simons and Mr. Butler. The terms of the fourth electee to the board, John Bowers, of Brooke, Smith, French & Dorrance, as well as Mr. Anderson's expire March 31, 1957.

Sports Assn. Names Seven

APPOINTMENT of seven sportscasters to the advisory committee of the Sports Broadcasters Assn. was announced last week by Len Dillon, SBA president. They are Don Dunphy, Russ Hodges, Bill Stern, Red Barber, Bryan Field, Jimmy Powers and Sam Taub. Other committees appointed by Mr. Dillon are: Membership —Les Keiter (chairman), Jim Gordon, Frank Litsky and Sam Taub; Welfare—Guy LeBow (chairman), Don Dunphy and Bill Hickey; Speakers—Chris Schenkel (chairman), Howard Cosell and Bill Hickey.

Announcing...

A UNIQUE AND DYNAMIC NATION-WIDE SERVICE TO THE ENTIRE BROADCASTING INDUSTRY

VISUAL ELECTRONICS CORP

EXECUTIVE OFFICES: ELEVEN WEST 42ND STREET, SUITE 2850, NEW YORK, N. Y.

All television accessory equipment and supplies of a technical nature, from leading manufacturers are now available from one source, operating nation-wide with a technically qualified staff specializing in this field. Regional offices in Atlanta, Dallas, Los Angeles and Chicago, staffed with sales engineers qualified by many years of experience in station construction and operation, provide the basis for national technical sales service. These men specialize in off-the-air pickup and microwave relay systems, low power installations and television studio equipment requirements.

Mail Coupon for free literature

VISUAL ELECTRONICS CORP.
ELEVEN WEST 42ND STREET, NEW YORK, N. Y. (SUITE 2850)

Gentlemen: Please place my name on your mailing list for all technical information.

Name ..... Title .....

Address .....

.....

Keeps You in View!

ONE WILL DO!

One station — WBNS Radio — drops sweet-spending Columbus and Central Ohio right in your lap. WBNS delivers the most listeners . . . twice as many as the next biggest station. The most and also the best. With 20 top Pulse-rated shows, WBNS puts *push* behind your sales program. To *sell* Central Ohio . . . *buy* WBNS Radio.

CBS FOR CENTRAL OHIO

Ask John Blair

The number one Pulse station covering 1,573,820 people with 2 Billion Dollars to spend.

WBNS radio
COLUMBUS, OHIO

IRE CONVENTION EXPECTING 45,000

Two miles of exhibits require 1,000,000 watts substation. Four-day program beginning today calls for 55 technical sessions. John V. L. Hogan to receive top IRE award.

A RECORD turnout of more than 45,000 electronic scientists and engineers will gather from virtually every country on earth for the four-day Radio Engineering Show and Institute of Radio Engineers' annual convention which opens today (Monday) in New York. IRE officials said that it will be the largest assembly of engineering people ever amassed for a single event.

Radio, television, color tv, and color-tv tape recording developments figure prominently among the 55 technical sessions scheduled to cover all the latest advances in 24 fields of electronics. Headquarters are the Kingsbridge Armory and the Waldorf-Astoria Hotel. Sessions will be held at both places and also at the Belmont Plaza Hotel.

The Radio Engineering Show, held annually in conjunction with the IRE convention, will be housed at the Armory and will consist of almost two miles of exhibits in some 715 booths. Officials said the exhibitors account for about 80% of the nation's productive output in electronics, and the value of equipment being shown was placed "in the millions of dollars." A million-watt electrical substation has been installed at the armory to power the equipment being demonstrated—much of which will be shown for the first time.

John V. L. Hogan, pioneer engineer and widely known in the broadcasting field, will receive the IRE's highest award, the Medal of Honor, and make the principal address at the annual banquet Wednesday evening at the Waldorf-Astoria. Mr. Hogan, one of IRE's three founders, was chosen for the top award in recognition of his long sequence of inventions in the communications art, notably facsimile. Four other principal awards will be presented at the dinner by IRE President Arthur V. Loughren, vice president of Hazeltine Corp.

The institute's annual cocktail party get-together is scheduled this evening (Monday), also at the Waldorf.

The convention will open this morning with a business meeting at which John T. Henderson, director of the IRE Canadian region and principal research officer of the National Research Council of Canada, will be chief speaker. The technical sessions get under way at 2 p.m. today at the Waldorf, the Belmont Plaza and the Armory.

AWRT Convention to Hear Four Broadcast Executives

FOUR broadcast industry executives will be among the main speakers at the fifth national convention of American Women in Radio & Television, April 26-29, in Boston, the AWRT said last week.

The general theme to be taken up during April 27's general session by speakers and panelists attending the convention will be "Women—The Unexploded Radio and Tv Active Bomb." Scheduled to address the delegates are, Oliver Treyz, president, Television Bureau of Advertising, New York; Norman Knight, executive vice president, Yankee Div.,

"John Ruskin said:

'There is hardly anything in the world that someone cannot make a little worse and sell a little cheaper - - - and the people who consider price alone are this man's lawful prey.'

Broadcasters should have that engraved in gold in their offices."

from an address by the Vice President
of a leading agency

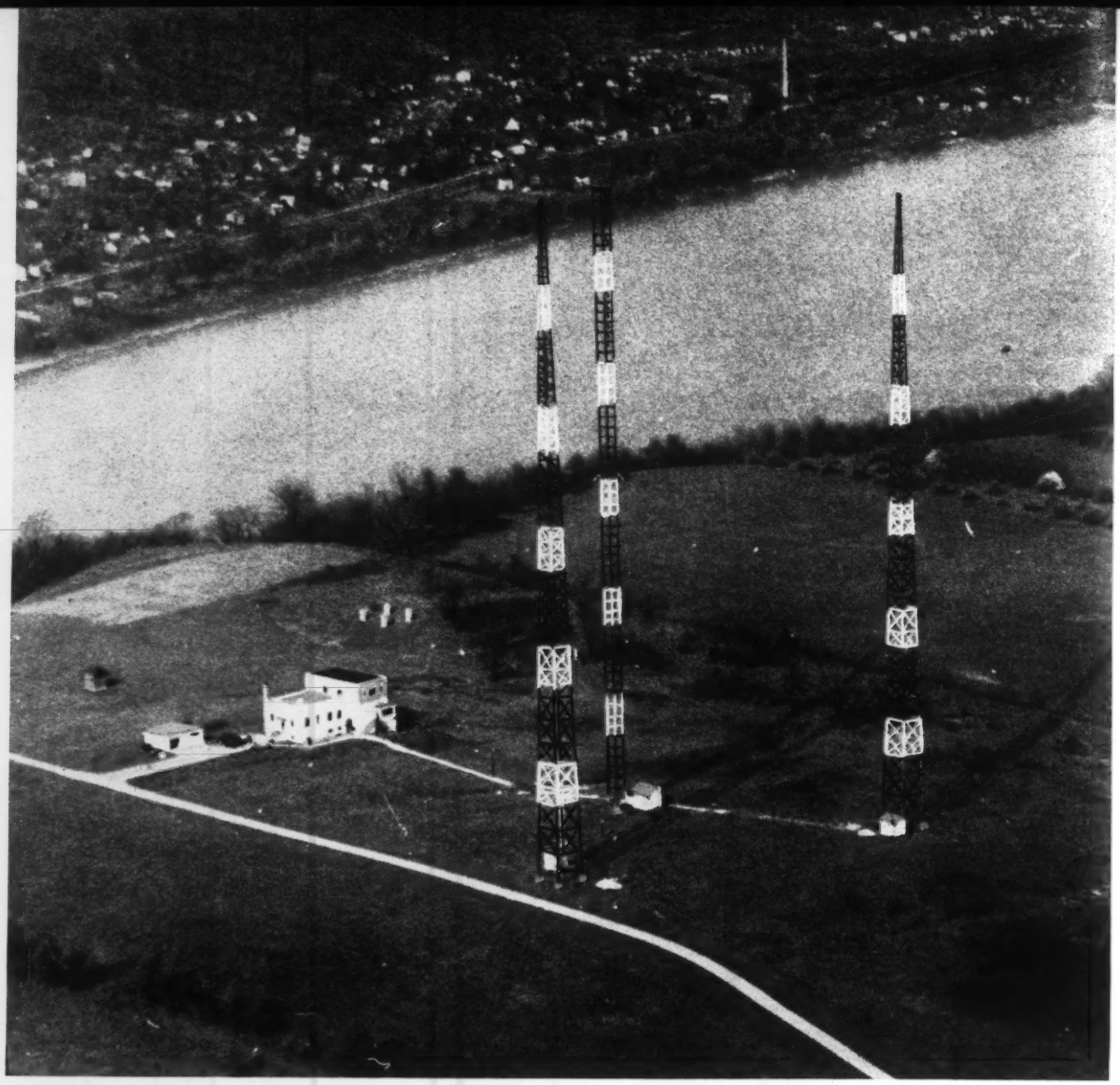
Measure of a Great Radio Station

WBAL	Baltimore	(NBC)	*The Hearst Corp.*
WBEN	Buffalo	(CBS)	*Buffalo Evening News*
WGAR	Cleveland	(CBS)	*Peoples Broadcasting Corp.*
WJR	Detroit	(CBS)	*The Goodwill Station, Inc.*
WTIC	Hartford	(NBC)	*Travelers Broadcasting Service Corp.*
WDAF	Kansas City	(NBC)	*Kansas City Star*
KFI	Los Angeles	(NBC)	*Earle C. Anthony Inc.*
WHAS	Louisville	(CBS)	*Louisville Courier-Journal & Times*
WTMJ	Milwaukee	(NBC)	*Milwaukee Journal*
WGY	Schenectady	(NBC)	*General Electric Company*
WSYR	Syracuse	(NBC)	*Herald-Journal & Post-Standard*
WTAG	Worcester	(CBS)	*Worcester Telegram-Gazette*

THE HENRY I. CHRISTAL CO., INC.

NEW YORK — BOSTON — CHICAGO — DETROIT — SAN FRANCISCO

Representing Radio Stations Only



IT'S A CINCINNATI LANDMARK

WCKY'S powerful 50,000 watt Twin Transmitters, insure uninterrupted 24 hour a day broadcasting, sending out a strong, listenable signal to virtually one half of the United States, after sundown—and to the rich Metropolitan Cincinnati Market Area, day *and* night.

BUT—

Advertisers don't (or shouldn't) buy 50,000 watt radio signals alone. These signals must be listened to by families—consumers of the advertiser's products.

WCKY'S

programming of music and news, 24 hours a day is listened to regularly

In Cincinnati • • •

*82.4% of Cincinnati homes Listen to WCKY, each week

Out of Cincinnati • • •

**1,192,920 (average) radio families in one half of the nation listen at night each week, to WCKY

These hundreds of thousands of consumers, in and out of Cincinnati, buy WCKY advertised products. They'll buy yours, too, if you tell them on WCKY

for top audience—low rates

BUY WCKY

* Pulse
** Nielsen

For availabilities wire or phone collect

NEW YORK
Tom Welstead
Eastern Sales Mgr.
53 E. 51st St.
Phone: Eldorado 5-1127

CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6535

SAN FRANCISCO
A M Radio Sales
Ken Carey
607 Market St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollyw'd 5-0695

FOUR HOURS A DAY • SEVEN DAYS A WEEK

General Teleradio; Robert D. Swezey, executive vice president, WDSU New Orleans, and Herbert E. Evans, vice president, Peoples Broadcasting Corp., Columbus, Ohio. Also scheduled to talk is Henry Toy, executive director, National Citizens' Commission for Better Schools.

Moderating the panel session will be Louise Morgan, WNAC-TV Boston. Chairman for the overall general session will be AWRT President Jane Dalton.

NARTB Fm Meeting Friday

THE NARTB Fm Committee will meet Friday at NARTB Washington headquarters, Committee Chairman H. Quenton Cox, KQFM Portland, Ore., has announced.

Ohio Broadcasters Meeting Held in Cleveland Last Week

INDUSTRY LEADERS reviewed current advertising practices and offered constructive criticism toward sounder broadcast operations at the annual Ohio Assn. of Radio & Tv Broadcasters convention which took place in Cleveland's Hotel Statler last Friday.

Frank E. Pellegrin partner and vice president of H-R Representatives and H-R Television Inc., station representatives, told the Ohio group that "99% of all advertisers would increase their sales if they paid more attention to integrating all their advertising and selling efforts, rather than letting six horses ride off in different directions."

"Broadcast media lend themselves especially well to integration," he said, "simply because they are the most effective media in reaching the greatest number of people most economically. Therefore, they can also team up extremely well with coordinated sales efforts of the sales force, with coordinated advertising of retailers, and with any print or posters or any other kind of supporting advertising a client may wish to use."

He scored the hostility that has led print media "to preach a doctrine of bitter opposition to broadcasting, as so grossly exemplified in the recent threat of the ANPA Bureau of Advertising to make its major effort this year one of fighting television, rather than of selling newspapers."

Radio stations no longer can make a profit "merely by having a license," Richard P. Doherty, Washington, D. C., management consultant, said in a talk before the Ohio meeting.

"If you're going to make a profit this day and time, it must be by individualized endeavor," he declared.

"The radio industry does offer a background for successful and profitable operations so long as individual station management is really on the ball. In order to be successful, radio station management must reflect showmanship and imagination. Programming must be entertaining and interesting—not stereotyped—and rate schedules must be sound and realistic."

Mr. Doherty described what he considers a new challenge to radio:

"Radio now depends very heavily on local markets and local revenues. Yet radio is going to get more and more local competition from television due to several factors. These factors include the increase in the number of new television station operations throughout the nation; the constant increase in the number of tv sets in use, and the fact that there is an increasing trend for two, three, and four sets to a family as the result of manufacturers' putting on the market low cost portable sets."

Vincent Wasilewski, manager of government relations for NARTB, also addressed the meeting. His talk was on the current political broadcasting situation.

Chicago Meeting To Explore Merchandising by Premiums

USE of premiums for more profitable merchandising will be discussed by the Premium Adv. Assn. of America during the 23d annual National Premium Buyers Exposition in Chicago March 19-22.

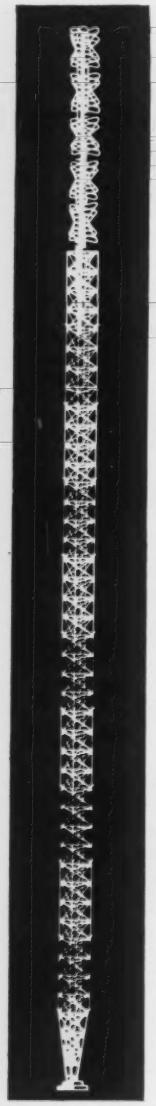
Leading premium specialists will address a March 20 morning session at Navy Pier, with speakers to be announced. Citation award banquet will be at the Conrad Hilton Hotel March 21 under auspices of the Premium Industry Club.

Bakersfield Adv. Club Formed

VERN MACK, advertising agent, has been elected president of the newly-formed Greater Bakersfield (Calif.) Advertising Club.

Other officers are Benton Paschall, general manager, KAFY Bakersfield, vice president; Eleanor Strauss, Downtown Business Men's Assn., secretary, and Robert Love, treasurer.

Martha Jeffres, vice president of District Five, Advertising Assn. of the West, was speaker at an organizational meeting and presented the club its charter.

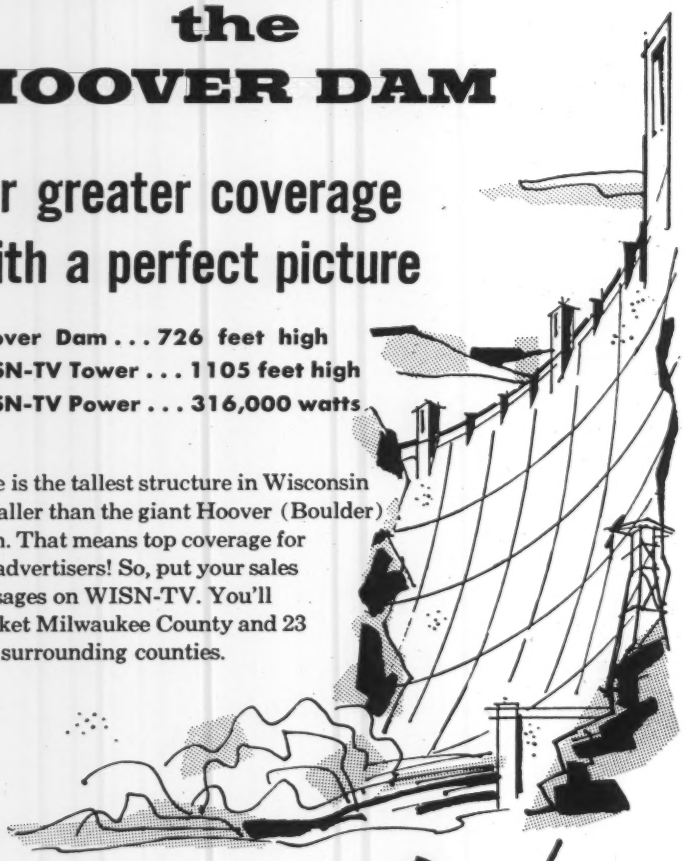


HIGHER THAN
the
HOOVER DAM

for greater coverage
with a perfect picture

Hoover Dam . . . 726 feet high
WISN-TV Tower . . . 1105 feet high
WISN-TV Power . . . 316,000 watts

Here is the tallest structure in Wisconsin . . . taller than the giant Hoover (Boulder) Dam. That means top coverage for TV advertisers! So, put your sales messages on WISN-TV. You'll blanket Milwaukee County and 23 rich surrounding counties.



THE "BIG TOP" in MILWAUKEE TV

WISN-TV
CHANNEL 12 MILWAUKEE
BASIC ABC AFFILIATE

Represented by
Edward Petry & Co., Inc.

Felt our name lately?

Every time you use a Bell telephone — including the lovely new color telephones — your fingers touch our name, *Western Electric* . . . and that's your clue to what we do.

For over 73 years we've been the manufacturing unit of the Bell System. So we *don't* make refrigerators, toasters, television sets or motors. We *do* make good telephone equipment . . . like telephones, cable, switchboards and literally thousands of kinds of things that make good telephone service possible.

Working side by side with Bell Laboratories people who *design* telephone equipment and Bell telephone people who *operate* it, we have helped to give Americans the most and the best telephone service in the world. Valuable always, such service is priceless in emergencies.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

NOW!-FEBRUARY ARB'S SHOW...

WE'VE CUT THE CAKE IN TWO!

KTBS-TV, in just five months of telecasting, has cut the audience cake in two in the great Shreveport Market!

In those prime nighttime hours between 7:00 and 10:30 KTBS-TV leads in 49 out of 98 quarter hours . . . and from 6 p.m. to sign off, KTBS - TV LEADS in 72 quarter hours.*

A few choice availabilities left! So . . . check with your Petry man immediately!

And if you are interested in getting the housewife, KTBS-TV LEADS in 82% of the afternoon quarter hours devoted to the lady shopper.* The KTBS-TV Package Plan makes these high-rated spots available for as little as $11.00.

* February, 1956 ARB Shreveport Area Survey.

• NOW 200,000 TV SETS IN THIS GREAT MARKET
• 1153-FT. TOWER
• MAXIMUM POWER

KTBS-TV

CHANNEL 3

SHREVEPORT, LA.

E. NEWTON WRAY, PRESIDENT and GENERAL MGR.

NBC and ABC

Represented Nationally by EDWARD PETRY & CO., INC.

RETMA GROUP BACKS FCC ON SPURIOUS RADIATIONS

Association's Set Committee also concludes that there is no need for the industry conference which the Commission had suggested to consider the order.

THE FCC'S ORDER on spurious radiations was endorsed last week by the Radio-Electronics-Tv Mfrs. Assn.'s Set Committee, which also concluded that there was no need for the industry conference which the FCC had invited RETMA to arrange for consideration of the order.

The order is designed to insure that sets are engineered so as not to cause interference with other sets through spurious radiations. The RETMA committee approved both its engineer-standards—which incorporate RETMA's—and its effective dates: May 1 for vhf sets and Dec. 31 for uhf sets.

The committee held that RETMA should not itself undertake to police enforcement of the order or certify sets for compliance. It did, however, ask the RETMA Engineering Dept. to design a uniform seal which will not carry RETMA's name but may be used by RETMA members to indicate that their sets comply with the FCC standards.

The decision on the spurious emission standards was one of several highlights of the three-day spring conference of RETMA, held Tuesday through Thursday in New York. Other highlights:

• David Schultz, Chester G. Gifford, and David R. Hall were named to the RETMA board. Mr. Schultz, new president of Allen B. DuMont Labs, succeeds Dr. Allen B. DuMont, who has been elevated to chairman of the board of the Labs. Mr. Gifford, president of the Crosley & Bendix Home Appliance Div. of Avco Mfg. Corp., succeeds Parker H. Erickson, who resigned recently from Avco. Mr. Hall, vice president of Raytheon, succeeds Mr. Schultz, who resigned from the board when he moved to DuMont.

• John S. Holmes, president of Warwick Mfg. Corp., was elected to the Set Div.'s Executive Committee.

• The special Frequency Allocations Study Committee, set up last fall primarily to seek solutions to the uhf problem, was dissolved and its functions were turned over to the RETMA Television Committee. Officials explained that the special committee had served its purpose as fully as possible and that, at this point, any remaining functions should be performed by a regular RETMA committee. Dr. W. R. G. Baker of General Electric, who headed the special committee, also heads the tv committee.

• RETMA filed a telegram to Rep. Aime J. Forand (D-R. I.) strongly protesting the so-called Forand Subcommittee's recommendation that the manufacturers excise tax be extended to transistors, wire and tape recorders, and record players. The protest stressed that the radio-tv industry already is being discriminated against, that it pays 60% of the taxes levied on home products although it has only 44% of the sales of such products, and that the infant color television manufacturing industry also is carrying the tax burden.

• The board went on record endorsing the Voice of Democracy contests and approving continued cooperation with NARTB and the Junior Chamber of Commerce in co-sponsorship of the annual event.

• Paul Galvin of Motorola was selected by the RETMA board of directors as recipient of its 1956 medal of honor award (see separate story, page 98).

• Dr. Baker reported on activities at the preceding week's meeting of the International Radio Consultative Committee (CCIR) in New York [B•T, March 12].

• The Public Relations and Advertising Committee approved plans for participation in National Radio Week, to be held May 13-19.

Palm Springs Will Host SCAAA Meet April 12-14

SIXTH ANNUAL session of the Southern California Advertising Agencies Assn. will be held at the Oasis Hotel, Palm Springs, April 12-14, according to President Douglas Anderson. Eighty-six agencies belong to the association.

Robert Millar, president, Steller, Millar & Lester, Los Angeles, is general chairman for the convention. Speakers scheduled to appear include Kenneth Grosebeck, *Advertising Agency Magazine,* New York; L. W. Lane, vice president, Lane Publishing Co. *(Sunset Magazine),* Menlo Park, Calif.; Roy Campbell, vice president, Foote, Cone & Belding, New York; Walter Guild, Guild, Bascom & Bonfigli, San Francisco; Mort Hall, KLAC Los Angeles, and Jack Heintz, KCOP (TV) Los Angeles.

Southern Calif. Stations Set '55 Record, Survey Says

THE GROSS REVENUE for 1955 of radio stations in 10 southern California counties set a record and was a 24% increase over 1954's gross, the previous high mark, according to a survey by the Southern California Broadcasters Assn. Greater Los Angeles area station business was up by over 34%, according to the report.

Since 1949, southern California radio business has increased over 16% each year, indicating that station gross income has more than doubled in the past six years, SCBA said.

The report also reported that 1,200 people are employed on a full-time basis by the area stations and that the gross annual payroll is more than $7.8 million a year.

Milwaukee Will Host 1956 RTNDA Convention

THE 1956 international convention of the Radio-Television News Directors Assn. will be held in Milwaukee Nov. 15-17, Harold Baker, RTNDA president and WSM-AM-TV Nashville, Tenn., news director, has announced.

Regional Vice President Jack E. Krueger, WTMJ-AM-TV Milwaukee, heads the committee for local arrangements. He will be assisted by other RTNDA members in Milwaukee. The Plankinton House has been named convention headquarters.

TRADE ASSOCIATION PEOPLE

Arnold H. Katinsky, formerly promotion director, WMAL Washington, to Radio Advertising Bureau, N. Y., as member of local sales promotion department.

Bates Johnson, account executive, Bureau of Advertising, American Newspaper Publishers Assn., N. Y., appointed administrative assistant to Harold S. Barnes, director of ANPA bureau.

"TELEVISION'S FINEST"
—for all visual-aural operations
Regardless of the tubes you need—for your cameras, transmitter, film system, video and audio equipment, control equipment, power supplies—you can rely on RCA high-quality types for day-in, day-out dependability. When you need replacement tubes, call your RCA Tube Distributor. He'll give you prompt, efficient service on the entire line.
RCA
RADIO CORPORATION of AMERICA
ELECTRON TUBES
HARRISON, N.J.

U'S SAY CHANGE TABLE; V'S SAY NO; NETWORKS NEXT TO TESTIFY IN SENATE

Ch. 26 WTVK (TV) Knoxville, Tenn., says it can operate under present conditions, or if it becomes v. Ch. 4 WSM-TV Nashville, Tenn., says present allocations plan, with minor shifts, is satisfactory. RCA's Engstrom cites his firm's technical aid to uhf and calls for its predominance in some areas so u's may grow.

THE Senate Commerce Committee last week concluded the phase of its hearings on tv allocations, except for testimony by network witnesses, which Chairman Warren G. Magnuson (D-Wash.) has said will be held March 26-28.

The hearings ran Wednesday through Friday (for testimony by Friday's witnesses, see AT DEADLINE, page 9). Sen. John O. Pastore (D-R. I.) presided at Wednesday's session and Sen. Andrew F. Schoeppel (R-Kan.) at the Thursday hearing.

Wednesday's witnesses included John Engelbrecht, WTVK (TV) Knoxville, Tenn. (ch. 26); John H. DeWitt Jr., WSM-TV Nashville (ch. 4), and Paul W. Morency, WTIC Hartford, favored in an initial decision, on which oral argument has been held (page 74), for ch. 3 there.

Thursday witnesses were Elmer W. Engstrom, RCA senior executive vice president; Irving Ferman, American Civil Liberties Union (ACLU), and Andrew J. Biemiller, AFL-CIO. Other statements were entered in the record.

WEDNESDAY

Mr. Engelbrecht recommended that unless the FCC has readily available a nationwide allocation plan which would solve most of the intermixture problems, the Senate committee should require the Commission "forthwith" to act immediately in making reallocations in the public interest on a case-to-case basis.

He said WTVK was purchased from another group in July 1954 and his firm has assumed a heavy burden of existing financial obligations to give Knoxville its second tv station. He said WTVK is operating at a small profit now in competition with one vhf, but that if a second vhf is established WTVK cannot survive. WATE (TV) has been operating on ch. 6 and WBIR Inc. (WBIR) holds an FCC grant for ch. 10 there, he said.

He said WTVK is carrying CBS programs on a per program basis while CBS has been studying, since October 1955, a regular affiliation contract with WTVK to see if the network desires to sign with WTVK or with the proposed new vhf ch. 10 station.

He said he has urged that the FCC assign a third vhf channel for WTVK in Knoxville, but has been denied. WTVK has petitioned the FCC that in the alternative, educational ch. 20 there be made commercial and ch. 10 be reserved for educational purposes. Mr. Engelbrecht said chs. 7 or 8 could be added in Knoxville without disrupting the service of any existing station if the FCC will abandon its fixed table of assignments. Mr. Engelbrecht said a recent test shows 89% conversion to uhf sets in WTVK's immediate area.

Mr. DeWitt said he felt an allocation plan is needed and that the FCC's present one, except for "possibly some minor shifts such as have already been made since its adoption, is satisfactory and should not be substantially modified."

The Senate committee and FCC also should announce publicly that their studies show uhf is capable of rendering satisfactory tv service and that no change in the general allocations structure is contemplated, he said. Both also should do "everything possible" to encourage manufacturers to produce all-channel tv sets, he added.

Mr. DeWitt suggested that one way to build up uhf circulation is to allow vhf stations to install uhf translators in smaller communities, creating incentive to purchase all-channel sets. He said there is almost an exact analogy in early radio where clear channel stations delivered the only signals to small towns and rural areas, making it economically feasible for radio stations to operate in many towns with ready-made audiences.

Uhf operators, like the pioneer vhf operators, must be willing in larger markets to spend substantial sums to provide the coverage necessary to attract advertisers, he said. Mr. DeWitt said additional vhf channels or other proposed plans, such as drop-ins, directional antennas, mileage separation reductions, power and antenna height reductions, will not solve the problem.

Mr. Morency said oral argument, on exceptions to an initial decision favoring his company for ch. 3 in Hartford, was held last Monday and that an FCC decision should be forthcoming within 90 to 120 days. He said once the FCC decides for WTIC, his firm will begin operating on ch. 3 in 60 to 90 days. He said WTIC plans to inaugurate local and network color and has contacted religious, educational and civic groups for participation in ch. 3 programming.

He suggested one plan which undoubtedly held an attraction for Acting Chairman Pastore, who has been urging that ch. 3 be moved to the Providence area to give that city three vhf stations, while Providence's uhf ch. 16 be moved to Hartford to give that area three non-intermixed uhf outlets. This was in the form of a study by A. D. Ring, Washington consulting engineer, which would assign ch. 6 to Newport, R. I. He said that with a minor relaxation of the FCC Rules ch. 6 can deliver an "excellent signal over Providence."

Mr. Morency said many sections of hilly and mountainous terrain around Hartford made a vhf station desirable there to reach these people who at present get only inferior service (from Hartford area uhfs or outside vhfs). He belittled uhf complaints against the proposed new vhf ch. 3 in Hartford by saying that uhf conversion is very high there.

The problem of CBS or NBC removing their affiliations to ch. 3 also does not threaten, since both NBC and CBS propose to own their own uhf stations in the area, he said, adding that the CBS purchase of WGTH-TV (ch. 18) Hartford has just been approved by the FCC.

Mr. Morency said none of the four uhf stations in the Connecticut Valley operates with more than a fifth of the maximum power authorized by the FCC.

THURSDAY

Mr. Engstrom asked that the FCC authorize higher power and directional antennas for uhf

What's so unusual about 6000 Sunset Boulevard?

This: at Song Ad Film-Radio Productions the four principals are not "gentlemen farmers"—farming out music, lyrics, animation. No, sir! Bob, Don, Del and Larry are themselves musicians, ad men, sales experts, and head up all key departments. All Song Ad creative work is done at 6000 Sunset Boulevard. *Your* radio or TV commercial campaign gets the *best* thought of the *top* men at Song Ads. Just incidentally, they're also *top* men in the film-radio business!

Production is booming at 6000 Sunset. Call us about your upcoming campaigns!

SONG AD
FILM-RADIO PRODUCTIONS
6000 Sunset Blvd. • HO 5-6181
Hollywood 28, California

"From cover to cover, I read Ad Age thoroughly"

says **GEORGE J. ABRAMS**
Vice President & Advertising Director
Revlon, Inc.

GEORGE J. ABRAMS

"When I finish reading my weekly issue of Advertising Age, I usually find that I have read it thoroughly from cover to cover. As a former newspaper reporter, I appreciate good reporting. As an advertising man, I appreciate good coverage of advertising. Advertising Age today provides the working adman with top-notch news coverage of his profession."

In August, 1955, when he stepped into Revlon's new position of V.P. & Adv. Dir., Mr. Abrams had already packed a wealth of advertising experience into a young career. At 16, he was writing a children's column for a daily newspaper. Successively, he progressed from office boy to public relations, advertising and market research work at National Biscuit Co., Anacin Co., Whitehall Pharmacal, Eversharp, Inc., and Block Drug Co. At 35, he was named "outstanding young advertising man of the year."

Today Mr. Abrams directs a $12,000,000 advertising program, with a good deal of his time devoted to Revlon's top "$64,000 Question" and two new network programs, as well as spot broadcasts.

Story by story, feature by feature, yes—often ad by ad, Advertising Age gets cover-to-cover readership by the executives who are important to you. With its dynamic coverage of advertising, marketing and sales, Ad Age is *"news"*paper, *"home-town"* paper and *"business"* paper all in one—not only to those who *activate* broadcast decisions, but to those who *influence* important market and media decisions.

Take Revlon, Inc. for example. Broadcast advertising is playing a major role in Revlon's growing sales picture—up 54% to $51,600,000 last year. Its famous $64,000 Question program consistently ranked first among 1955 tv programs after its fourth week on the air. Spot broadcast, too, is used by Revlon on its cosmetic products.

Every week, 10 paid subscription copies of Advertising Age get read, routed and discussed among Revlon executives.

Further, among the advertising agencies which will place Revlon's $12,000,000 advertising budget—BBD&O; Dowd, Redfield & Johnstone; Emil Mogul Co.; Ehrlich, Neuwirth & Sobo; and LaRoche—*Advertising Age delivers 218 copies every week!*

Add to this AA's similar penetration of advertising agencies with a weekly paid circulation of almost 9,000, its intense readership by top executives in national advertising companies, its unmatched total readership of 120,000 based on 32,000 paid subscriptions, and you'll recognize in Advertising Age a most influential medium for swinging broadcast media decisions your way in 1956.

Advertising Age
FCC Moves to 'Drop In,' Not 'De-Intermix'
High Prices, Not Enough Programs, Poor Tubes Still Hold Up Color TV
ABC
ABP
NBP

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

1 Year (52 issues) $3

stations and approve the use of booster and translator stations; that the FCC deintermix "on a sufficiently broad basis to create a nucleus of predominantly uhf service areas from which uhf may grow and expand"; that multiple owners and others with "resources and know-how" be encouraged to undertake operation of uhf stations, and that Congress repeal the 10% federal excise tax on all-channel color tv receivers.

He described RCA's pioneering in uhf tv, leading to 1,000 kw ERP stations. He said costs for transmitters and antennas to achieve maximum power (316 kw ERP) in the high part of the vhf band and in uhf (1,000 kw ERP) are approximately the same ($235,500 for uhf, $250,500 for vhf), with operating costs also alike. He noted FCC's proposed rule to raise uhf maximum powers to 5,000 kw, and cited RCA's experiments beginning last January in which an ERP of 4,500 kw was achieved in uhf, later increased to 8,000 kw. He said cost of gear producing 4,500 kw for a commercial uhf station would approximate $550,000.

Mr. Engstrom cited RCA experiments with boosters and its conclusions that boosters would be helpful to some uhf stations in increasing coverage. He said the noise factor in uhf sets has been reduced from 18-25 db to 11-14 db, but this still is not comparable to vhf sets. He said other improvements have been made in spurious radiation, tuning and receiving antennas. He noted RCA promotion of all-channel sets and said the black-and-white set differential between uhf and vhf sets has been reduced from $50-$60 to $25. Differential for RCA's new line coming out in mid-1956 has not been determined, he added.

He said the percentage of RCA's production of black-and-white all-channel receivers is 40% above the average of the balance of the industry, but that total industry percentages show all-channel set production was 19.6% in 1953, 19.9% in 1954 and 15.2% in 1955.

In asking repeal of the excise tax on all-channel color receivers, Mr. Engstrom said that RCA heretofore has produced only all-channel color sets. "However, recognizing the realities of the situation and the competitive picture, as we move into higher rates of production we must plan to make vhf-only color receivers as well as all-channel color receivers."

He said if buying habits for color tv prove to be the same as for black and white when RCA announces its new line of color receivers "within a few months," RCA would expect to produce about four-fifths of its color sets to tune vhf only and the rest all-channel.

Mr. Ferman of ACLU called for a "basic congressional study of the inadequacy of present service and the present and future needs for broadcasting services." Congress should be guided by authorities from "all institutions which conduct or are served by the communications media," he said, including representation from journalism, publishing, education, social and political science. The study should be concerned only with the issue of "multiplicity of channels," and not with content of programs, which "could lead to undesired government interference with opinion," Mr. Ferman said.

The ACLU Washington director also urged that the FCC's present study "of its allocating policies be pursued to a conclusion as quickly as possible so that present licensing will be conducted more in line with the public interest." He said ACLU has noted "with grave concern the competitive disadvantage of uhf channels in relation to vhf channels," adding that the "great social impact of tv broadcasting may justify even radical measures of channel reallocation and expansion at the expense, if necessary, of some of the government and private services."

Union Protests Miami Grant

Mr. Biemiller said AFL-CIO desired preservation of all 82 tv channels and of educational television and criticized the FCC's grant of ch. 7 in Miami to Biscayne Television Corp.

He said AFL's executive council on March 5, 1955, protested an examiner's decision favoring the grant on grounds (1) 85% of the grantee's stock was owned by *Miami Daily News* and *Miami Herald* principals; (2) both newspapers then owned local radio stations; (3) this radio-newspaper ownership was absentee, and (4) both newspapers had anti-labor policies. The grant, made in January, has been appealed and is in the courts, he said.

He claimed the two newspapers used lockout practices against a typographical union seven years ago.

Mr. Biemiller asked that the committee investigate the Miami ch. 7 case and the "probable effects of this decision on the growth of monopoly trends in the news media field." He asked senators also to request the FCC to stay a construction permit to Biscayne until the committee considers monopoly aspects and the courts have ruled on the issues under appeal, since "it is all too plain from past experience that once a station is constructed it is almost impossible to obtain reversal of a grant by any procedure."

He charged that there is "some indication FCC has changed its own rules" in making grants and told the committee his union has not asked the Justice Dept. to investigate the case. He said, however, that the Senate Judi-

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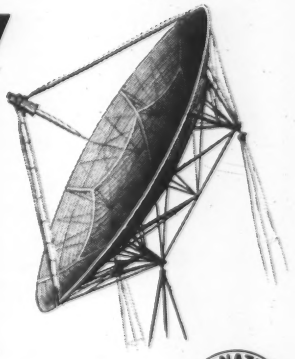
IT&T engineers were the first to introduce microwave communications, 25 years ago. And, by the development of unique equipment, they have made a major contribution toward making "over-the-horizon" microwave commercially practicable.



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ciary Committee's Antimonopoly Subcommittee had been asked to look into the matter. This request was referred to the Senate Commerce Committee.

Entered in the hearing record were:

(1) A letter from Democratic National Chairman Paul M. Butler asking that networks be called on to testify why they did not give Democrats equal time to reply to President Eisenhower's Feb. 29 broadcast on all radio-tv networks.

(2) A letter from CBS Vice President Richard Salant, chairman of NARTB's Tv Transmission Tariffs Committee, assuring the committee that neither the NARTB unit nor the "tv industry" has indicated that intercity tariff rates are "apt to go up," and that there was some misunderstanding about FCC Chairman George C. McConnaughey's testimony to this effect Feb. 21 [B•T, Feb. 27]. The committee has hired a law firm to make a study, Mr. Salant said, but no conclusions have been made at this early stage in the study.

(3) A letter from KJEO (TV) Fresno, Calif. (ch. 47), notifying the committee that an appeals court decision has denied KJEO's application for stay of the grant of vhf ch. 12 there, resulting in CBS notifying KJEO that its affiliation contract will be terminated in June 1956. KJEO President J. E. O'Neill said he had expressed this fear earlier to the Senate group. He asked for "quick and decisive action" in the next few months regarding deintermixture or drop-in plans.

(4) Letters from the National Grange and National Council of Farmer Cooperatives opposing any change that would reduce existing tv service to rural areas or prevent expansion of new rural area coverage.

(5) A letter from the American Legion opposing pay tv.

(6) A petition from Scottsburg (Ore.) Community Tv asking approval of "community flash tv systems" or "boosters."

(7) A letter from WFAM-TV Lafayette, Ind. (ch. 59) asking for a solution for uhf operators and criticizing high-powered vhf outlets.

(8) A statement by Stewart Watson, president of WKOW-TV Madison, Wis. (ch. 27), asking the Senate group to "admonish the Commission to preserve the status quo in Madison until such time as the Commission has made its final decision as to what action it will take with respect to the allocation of tv channels." (Madison ch. 3 has been granted to WISC there but the case is in litigation.)

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Walter J. Brown

President

Geo. P. Hollingbery—Representative

Pro-Uhf Forces Merge Into New Committee

A MERGER of all uhf forces into a "Committee for Competitive Television" was announced last week.

Support for the new organization was pledged by the Uhf Industry Coordinating Committee, the Committee for Hometown Television, and a group of "successful" uhf stations, the announcement said.

The joint group was formed after several conferences in Washington during which representatives of the various groups and stations reviewed the chances for action by the Senate Commerce Committee and the FCC in the present allocations "crisis."

The new group, which will be headed by John G. Johnson, WTOB-TV Winston-Salem, N. C., has two basic targets, it was understood. One is deintermixture and the other is a revision of the excise tax on tv receivers to favor all-channel receivers. One recommendation, it was learned, was to reduce the excise tax on all-channel receivers to 5% and boost the tax on vhf-only receivers to 15%. The present excise tax is 10% on all video receivers.

"The approach of the committee will be positive," Mr. Johnson stated. "It is designed for both large and small markets, both distressed and prosperous properties. It will call upon all stations to take steps to inform their representatives and senators in Washington of the great future possible in all channel television and will urge that the FCC complete its present rule-making procedure before June 1, 1956. It is the position of this committee that unless the FCC promptly establishes a fully competitive allocation plan the opportunity for a free and competitive system of television broadcasting may be severely prejudiced or forever destroyed."

Serving with Mr. Johnson are John W. English, WNAO-TV Raleigh, N. C., and WSEE (TV) Erie, Pa., vice chairman, and Thomas P. Chisman, WVEC-TV Norfolk, Va., treasurer. With these officers on an executive committee is Philip Merryman, WICC-TV Bridgeport, Conn., president of Hometown Tv Inc. Mr. Johnson was chosen chairman of the UHFICC two weeks ago [B•T, March 12]. Phil Dean, former NBC publicity director, was retained to handle publicity and public relations for the committee. The committee opened Washington offices at 1735 DeSales St. and plans to engage a full time executive secretary and office staff.

Among the individual stations which have pledged their support, the announcement said, were the following: WVEC-TV Norfolk, Va.;

Preparing for a sidewalk interview show are (l. to r.) Norman Armstrong, News Director Herb Robinson, Howard Ramaley and Chief Cameraman Merle Severn of KOMO-TV.

Chief Cameraman Merle Severn (right) and Howard Ramaley adjust portable sound equipment for on-the-spot coverage. Mr. Severn says, "The virtual absence of grain in Du Pont Motion Picture Film permits us to record excellent single-system sound."

Du Pont Representative Harry Ruble examines studio footage shot on Type 930 Rapid Reversal Motion Picture Film with Merle Severn and Assistant Cameraman Howard Ramaley.

"For speed and dependability in TV work, you can't beat Du Pont Rapid Reversal Film!"

—says Chief Cameraman, Merle Severn, KOMO-TV, Seattle, Washington

"DEADLINE"—a half-hour news show on KOMO-TV, is just what the name implies. And, to keep up with fast-breaking news events, Chief Cameraman Merle Severn has some definite convictions about the film he uses:

"Du Pont Type 931 is the *only* motion picture film we've found that gives the speed, dependability and consistency we need for newsreel work. Shooting a five-times-a-week news show demands a lot from a film . . . smooth gradation for good reproduction, fine grain and wide latitude to catch every detail in shadows as well as highlights . . . demands easily handled by Type 931!

"I used Type 930 and 931 in Alaska last year when covering the joint Army-Air Force 'Operation Snowbird' for KOMO-TV and the NBC Network," continues Mr. Severn. "Shooting in temperatures from 10 below to 10 above zero. Du Pont 930 and 931 worked smoothly with no special preparation of the films.

"When TV schedules are tight—as they often are—Du Pont Rapid Reversal Films can be processed and ready for televising in just *30 minutes*. Footage is frequently used directly from the processing machine with no preliminary projection . . . and we're always confident of the high quality results we'll get.

"Here at KOMO-TV," concludes Mr. Severn, "we use Du Pont films *exclusively*—Type 930 for routine assignments, and Type 931 where more speed is necessary. We call them the 'twins' . . . and they make a wonderful pair!"

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TOP OFFICIALS of the new all-uhf Committee for Competitive Tv ponder tactics at the organization meeting in Washington last Thursday. L to r: John G. Johnson, WTOB-TV Winston-Salem, N. C., chairman; Thomas P. Chisman, WVEC-TV Norfolk, Va., treasurer; John W. English, WNAO-TV Raleigh, N. C., and WSEE (TV) Erie, Pa., vice chairman.

WSEE (TV) Erie, Pa.; WDAK-TV Columbus, Ga.; WSBA-TV York, Pa.; KTVI (TV) St. Louis, Mo.; WICC-TV Bridgeport, Conn.; WNAO-TV Raleigh, N. C.; WTAO-TV Cambridge-Boston, Mass.; WTOB-TV Winston-Salem, N. C.; WENS (TV) Pittsburgh, Pa.; WFAM-TV Lafayette, Ind.; WTOV-TV Norfolk, Va., and WLBC-TV Muncie, Ind.

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39 Iowa-Illinois counties with a population of 1,558,000.*

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39 Iowa-Illinois counties with an annual Effective Buying Income of $2,455,303,000.*

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Basic NBC programming plus market-WISE local programming.

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* 1955 Sales Management "Survey of Buying Power"

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BETTENDORF AND DAVENPORT IN IOWA
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QUINT CITIES

CHANNEL 6
WOC-TV

Status of Flint, Mich., Tv Grantee Argued

QUESTION of whether a tv grantee—who has won out in a comparative hearing—must be considered still in hearing status when he asks to amend his grant was argued in the U. S. Court of Appeals in Washington last week.

Case involved the 1954 grant of Flint, Mich., ch. 12 to WJR Detroit (WJRT [TV] Flint) and its subsequent application to change its transmitter site from south of Flint to north of Flint.

Opposing applicants WFDF Flint and W. S. Butterfield Theatres Inc. argued that the application for change in site changed the WJR application and that this negates the hearing. They also claimed that this disqualified WJR since no amendments are permitted once a hearing begins. The opponents claimed that the hearing was still in existence when WJR requested the transmitter move They said they had petitions for reconsideration pending while WJR was making plans to move. These petitions were denied by the FCC in December 1954 and again in April 1955 on the grounds that the transmitter move made no difference in the Commission's reasons for favoring WJR.

WJRT's request for a change in transmitter location was approved in April 1955. This grant was protested by ch. 57 WKNX-TV Saginaw, ch. 54 WTOM-TV Lansing, and ch. 13 WWTV (TV) Cadillac, all Mich. The modification grant was stayed by these protests and a hearing held. Last January FCC Hearing Examiner Herbert Sharfman issued an initial decision affirming the FCC's approval of the transmitter move. A motion to reopen this record to cover an amended issue was granted by the FCC earlier this month.

The appeal argument was heard by Circuit Judges David L. Bazelon, Charles A. Danaher and Walter M. Bastian. Judges Bazelon and Danaher expressed interest in the relationship of this case to the Enterprise case (where the court remanded the Beaumont, Tex., ch. 6 case to the FCC because the Commission did not take into account a stock option agreement between favored KFDM Beaumont and W. P. Hobby [KPRC-AM-FM-TV *Houston Post*], entered into after the initial decision but before the final grant). They also seemed unable to comprehend why the Commission permits its coverage curves to be used in some instances and not in others.

Arguing against the Commission's ruling were attorneys Duke M. Patrick (Butterfield) and William J. Dempsey (WFDF). Defending the FCC were Assistant General Counsel Richard A. Solomon, and WJRT attorney R. Russell Eagan.

WTAO-TV, WETV (TV) Join Growing Uhf Casualty List

TWO STATIONS joined the growing uhf casualty ranks last week when ch. 56 WTAO-TV Cambridge, Mass., announced it was suspending operations, and WGMS Washington returned its ch. 20 construction permit (WETV [TV]) to the FCC, never having gotten on the air, resigned to the fact that it never would.

WTAO-TV reported it was suspending "temporarily," pending outcome of the allocations problem. WGMS expressed serious doubts as to the future success of uhf in Washington.

WTAO-TV suspension marks the 62d station which has ceased operating (of which four were vhf). The WGMS surrender of its cp makes it the 160th such deletion (of which 26 were vhf outlets).

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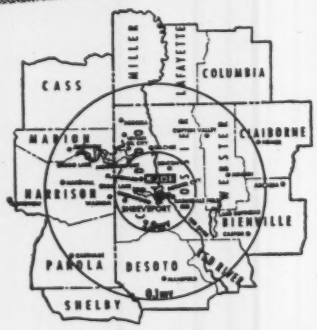

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First FCC Parley Held On Tv Change Comments

A FULL complement of FCC commissioners and top legal and engineering aides took a first hard look at the tv allocations comments and replies last Tuesday and decided to continue meeting on the subject with the hope of coming up with an answer—or answers—to the vexatious uhf-vhf problem before July 1.

First round last week saw all hands presented with docket-thick memorandum from Broadcast Bureau's Rules & Standards Division condensing proposals and counter proposals. The compendium listed all major recommendations filed in the 200 comments and more than 350 replies, sketching in the major salients of the suggestions and listing oppositions.

Among the principal recommendations digested were the CBS, Mullaney and Craven plans. Also condensed were such broad categories as drop-in proposals, selective deintermixture, additional vhf possibilities, etc.

Among first-thought ideas were suggestions that a complete spectrum analysis covering not only tv but all other services be made, that possible additions to broadcast spectrum in trade with military (Office of Defense Mobilization) be appraised, and that thought be given to securing additional vhf channel from industrial services. Some views were advanced that directional antennas might be utilized to squeeze in more vhf channels.

Procedurally, it was agreed that meetings on the allocations question would continue on at least a weekly basis for the next few weeks, or until ideas have jelled. At that point, it was presumed, the meetings would be continous—with time out for normal routine like regular Wednesday Commission meetings, oral arguments, etc.

WSTV-TV Answers Query On Community Tv Overlap

THERE will be no trouble forcing community television systems to cease using the signals of ch. 9 WSTV-TV Steubenville, Ohio, if and when the FCC approves that station's $370,000 purchase of WBLK-AM-TV Clarksburg, W. Va., and WPAR-AM-FM Parkersburg, W. Va.

That was the gist of the WSTV Inc. reply last week to the FCC inquiry last month regarding the retransmission of its signals in the Clarksburg area by community tv systems [B•T, Feb. 20].

If the FCC requires that no overlap between the Steubenville and Clarksburg tv stations occur via antenna systems, WSTV said it will order the community systems to cease using its signals. It will have the right to do so, its answer related, under copyright laws or those of "unfair competition."

The WSTV-TV signals are utilized by 16 community tv systems in Ohio, West Virginia, Pennsylvania and Maryland, the station reported. There are more than 15,000 subscribers to these systems, it estimated, of which 6,300 are served by the Clarksburg system.

WSTV said there were no contracts between its ch. 9 facility and these community tv systems, nor between ch. 12 WBLK-TV and these systems. WBLK-TV will be affiliated with NBC, the report indicated (WSTV-TV is a CBS affiliate).

In discussing community tv systems, WSTV said:

"WSTV Inc. believes that community antenna systems are at the present time providing a temporary service to communities that are unable to receive service from properly licensed stations; and that as soon as regular service is available to these people, the community antenna systems will lose a substantial number, if not all, of their subscribers, since people seldom are willing to pay for a service that can be obtained without charge. If this result does not take place in the natural course of events, it is the view of WSTV Inc. that the best interests of the television industry would be served by requiring community antenna systems to discontinue this duplicate service since such represents a competition with regularly licensed stations for the available audience."

Perjury Charges Fly In Hartford Tv Case

CHARGES of perjury were made and denied last week in the oral argument before the FCC *en banc* on the hotly contested Hartford, Conn., ch. 3 case.

Hartford Telecasting Inc. made the charges. It involved alleged testimony during the comparative hearing by officers and directors of the Travelers Insurance Co. (parent company owning WTIC Hartford, which holds the initial decision for the vhf facility) regarding the hiring of a "pool" lobbyist in the Connecticut capital working for passage of a sales tax bill.

Hartford Telecasting also claimed that WTIC has never presented any views contrary to the interests of the insurance company.

These allegations were denied by WTIC. WTIC said the perjury charges were "reckless and unsupported," and based on "distortions" of the testimony during the hearing. It said that WTIC's basic editorial policy is to give a fair hearing to all sides of public issues. The perjury charges were also opposed by the Broadcast Bureau.

Hartford Telecasting claimed it should have been preferred for the vhf channel because it outweighed WTIC in such criteria as diversification, integration and local ownership. WTIC claimed it was heavily owned by local residents (compared to only 8% local ownership by Hartford Telecasting) and that its past broadcast record was outstanding. It also argued that Hartford Telecasting failed to prove Travelers Insurance Co.'s dominance in the Hartford area.

If WTIC gains the final decision, it will become owned 23% by Franklin M. Doolittle and Walter B. Haase, it was explained. Messrs. Doolittle and Haase now own WDRC Hartford, which will be sold, it was stated.

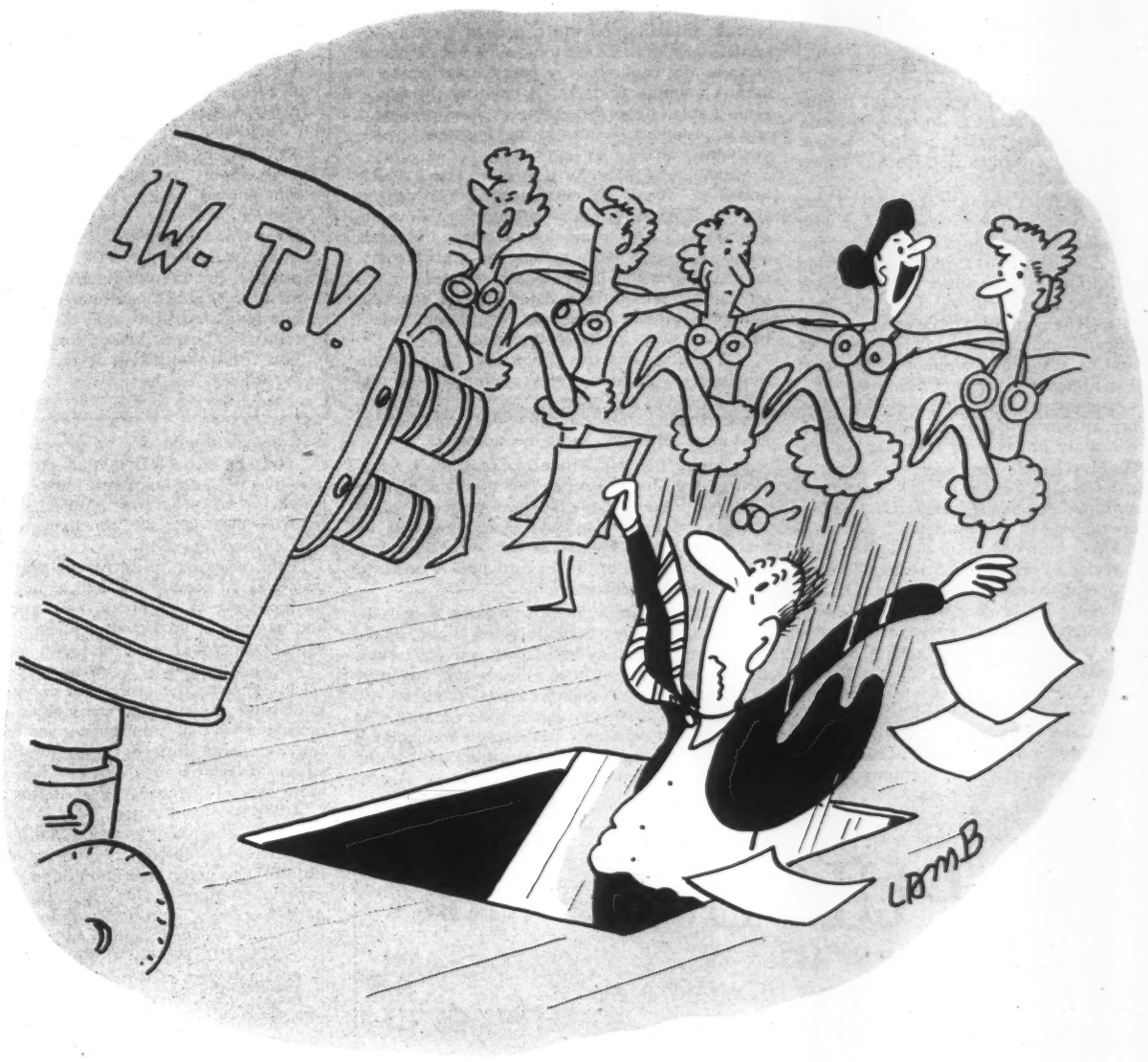
Hartford Telecasting is owned by Clifford S. Strike, 25%; Harry C. Butcher (KIST Santa Barbara, Calif., and 13.2% owner of KEYT [TV] Santa Barbara, Calif.), 24%; George E. Cameron Jr. (former owner of KOTV [TV] Tulsa, Okla.), 24%, and others.

Excise Tax Held Applicable On C-C Tv Wire Charges

PAYMENTS to telephone companies for the use of leased wires to carry closed-circuit tv programs are subject to the regular 10% federal excise tax, the U. S. Internal Revenue Service ruled last week. The ruling determined that Congress intended to exempt "only communications services utilized in the business of furnishing programs to the general public."

Whether firms which have been using closed-circuit tv extensively are taxable for their past operations has not yet been ruled upon. A House Ways and Means subcommittee studying excise tax problems has reported an interest in a possible survey of the closed-circuit issue.

It was estimated the phone companies may get as much as $500,000 a year for use of the wire circuits.



He forgot that "Scotch" is a brand name for tape!

It's easy for all of us to fall into bad habits! While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "SCOTCH" Brand Cellophane Tape, or "SCOTCH" Brand Magnetic Tape, etc., please just say *cellophane tape* or *magnetic tape*. Thank you.

MINNESOTA MINING AND MANUFACTURING COMPANY

ST. PAUL 6, MINNESOTA

FCC Gets Comments On Tv Translators

A LEADING community tv equipment manufacturer has asked the FCC to give antenna services a four-year "grace period" before "subjecting" them to competition from tv translators.

That request, from Spencer-Kennedy Labs, Boston, Mass., was among comments filed with the Commission by last Thursday, deadline for comments on suggested rule-making involving the authorization of low-power tv translator service using the upper portion of the uhf band (chs. 70-83). The comments received last week were practically unanimous in indorsement of the proposal to authorize translators, but most contained qualifications or modifications.

Earlier comments, including Jerrold Electronic Corp.'s translator-coaxial cable proposal, also were heavily in favor of translator operations [B•T, March 12].

Spencer-Kennedy's "grace period" would pertain to communities which by March 1, 1956, had in operation—or a permit had been authorized to put into operation—a system providing tv service by wire. In these localities no translator operation would be permitted before March 1, 1960. To protect the public investment, S-K proposes that prospective translator licensees be approved by the governing body of the community to be served, and that the licensees deposit in escrow a sum sufficient to assure their five-year operation.

Other translator comments follow:

National Community Tv Assn., Washington, D. C., while emphasizing that community antenna systems provide and will continue to provide valuable and much needed service, acknowledges that translators may be of value in areas not economically practicable for community antenna projects. It cautions, however, against relaxing broadcasting's sound technical and economic principles in making new service available.

Washington State Tv Reflector Assn., which brings tv signals to north-central Washington via on-channel booster reflectors, claims its method of re-transmission is best; suggests authorization of vhf, rather than uhf, translators. When and if it appears that neither the on-channel nor vhf translator method can provide saturation service, uhf translators might be the answer in unserviced areas.

K-V Electronics Inc., Ellenville, N. Y., manufacturer of community tv equipment, reports itself "positively" opposed to uhf translators; argues that vhf on-channel re-radiating devices are most feasible, most economical.

Sylvania Electric Products Inc. favors adoption of translator proposals with certain modifications. Would restrict harmonics and other spurious radiation to not more than 60 db below the peak visual carrier; suggests a frequency tolerance of .01%; calls hourly observations "too burdensome."

CBS urges adoption of translator proposals, with qualifications; believes rules should make clear translators may be used to provide service to "shadow" areas (those areas within coverage of existing stations but precluded from service because of terrain or interference factors). As translators should only be licensed where there is a genuine need, CBS recommends doling out licenses on a case-by-case basis. Agrees that signals should not be rebroadcast without the consent of the originating station, but feels case-by-case consideration must be given rebroadcast of programs requiring station and network clearance and involving questions of overlap and payment.

NBC supports objective of translator proposals as an economical and simplified method of providing tv to areas inadequately served, and as long as no signals will be retransmitted without approval of originating station.

Radio Electronics Television Manufacturers Assn. supports the utilization of uhf for translator stations with several technical revisions, including: (1) no minimum space requirements for co-channel stations; (2) not limiting licensees to one translator in a service area, and (3) remote control operation of translator units.

Adler Electronics Inc., New Rochelle, N. Y., communications equipment manufacturer, supports RETMA comments favoring utilization of uhf for translator operations and cites its own experimentation in this field. Believes enough data has been accumulated to begin manufacture of needed equipment, although price is expected to exceed $1,000 figure mentioned in notice of proposed rule-making.

WSM-TV Nashville, Tenn., recommends all uhf channels allocated to tv be made available for translator operations. Also proposes 100-watt rather than 10-watt operation, with hours of operation in keeping with requirements of standard tv broadcast stations.

KFXJ-TV Grand Junction, Colo. (ch. 5), found "a great deal of merit" in the translator proposal, but found it in some respects "too rigid." Rather than limiting translator operations to the 70+ uhf frequencies, KFXJ-TV proposed using any frequency assigned to tv that would not cause interference or engineering problems. KFXJ-TV also recommended: allowing translators to operate at any distance from the originating station, when there is a demonstrated need for service; unattended operation of translators so long as adequate protection is provided; waiver of hours of monitoring by commercial grade operator in cases where station assumes responsibility; allowing the originating station to assume responsibility for rebroadcast of its ID.

KVDO-TV Corpus Christi, Tex. (ch. 22), favors proposal but raises questions regarding the future of uhf. Asks clarification of allocations question so uhf stations can make use of translators to extend their service.

Citizens of Flathead Valley, Mont., favor translator proposal but are against 10-watt power limit. In locations such as Flathead Valley (population spread over wide area), 10 watts is not enough and more than one translator is impracticable, citizens say. Recommend at least 60 watts for translator operation.

Jerrold Bid Returned

APPLICATION for FCC authorization of tv translator operation at Ellensburg, Wash., submitted by Jerrold Electronics Corp., was returned to the electronics firm last week. The FCC termed the application "defective." The Commission noted that Jerrold, in seeking booster authority, used the application form for recognized broadcast operations, whereas the FCC rules do not provide for boosters. Jerrold was premature, the FCC intimated, in seeking booster authority by the waiver of numerous FCC rules before final determination of rule-making proceedings concerned.

PULSE?

Real strong in WOWO's

4,000,000 Market Between

In the latest Pulse, covering 26 of WOWO's 82 county area, WOWO has 472 firsts out of 472 quarter hours surveyed—proof that in homes, factories and on the farms, WOWO commands a constant loyal audience not covered by any other single medium.

In 109 quarter hours WOWO not only held its audience, but gained from one to three points over a year ago. That's listener loyalty.

Radio listening itself is up in this typical midwest area—up from 6 a.m. to 11 p.m. Monday thru Friday (actually up 2.6 *at night*)—up all thru the week end from Saturday noon 'til Sunday night.

Mind you, WOWO's area is far bigger than the Pulse area surveyed. WOWO blankets a region of 4 million people and $6 billion spendable income. It is the Market Between—half again richer than Detroit, yet with no city bigger than Fort Wayne.

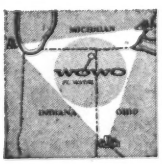
Get facts, figures, availabilities. Call Tom Longsworth, Sales Manager, Anthony 2136 in Fort Wayne, or Alexander W. "Bink" Dannenbaum, Jr., WBC National Sales Manager, MUrray Hill 7-0808, New York.

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	BOSTON—WBZ-TV
PITTSBURGH—KDKA	PITTSBURGH—KDKA-TV
CLEVELAND—KYW	CLEVELAND—KYW-TV
FORT WAYNE—WOWO	SAN FRANCISCO—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

WBC



In the Market between–No selling campaign is complete without the WBC station **WOWO**–*50,000 watts*

FCC Wants Further Inquiry Of Seattle Ch. 7 Applicant

THE three competing applications for ch. 7 at Seattle, Wash., one of which had been favored for the grant in a hearing examiner's initial decision, were remanded to the examiner by FCC order last week. FCC Hearing Examiner Thomas H. Donahue's decision favored Queen City Broadcasting Co. and recommended denial of the applications of Puget Sound Broadcasting Co. and KXA Seattle.

The FCC ordered the record reopened for the purpose of permitting inquiry into the activities of Saul Haas, Queen City president, during his tenure as editor and part owner of the *Seattle Record* during the late '20s. The examiner had ruled that Mr. Haas' previous newspaper experience was not relevant to the tv proceeding.

Ft. Smith Citizens Group Protests KNAC-TV Sale

A GROUP of Ft. Smith, Ark., citizens will appear before the FCC to object to the sale of ch. 5 KNAC-TV (initial decision) that city, to Southwestern Publishing Co. (Donald W. Reynolds). The Commission last week ordered oral argument March 20 to determine if the record should be reopened on the application of American Tv Co. to assign KNAC-TV's cp to Southwestern. FCC Hearing Examiner Basil P. Cooper has recommended grant of the application.

The Commission's action followed a request to be heard filed by the "Citizens Group for Two Television Stations in Ft. Smith," which claims the assignment will leave Ft. Smith with only one tv station (ch. 22 KFSA-TV, presently operating, is owned by a Southwestern subsidiary). The citizen's group, comprised of Ft. Smith business and professional people, also charges that the assignment will result in a concentration of media control in that Southwestern publishes the only Ft. Smith daily newspapers (morning *Southwest American* and afternoon *Times Record*) in addition to its control of KFSA-AM-FM-TV.

The group accompanied its protest with signatures of 198 local people sympathetic to the group's purpose and endorsements from Arkansas Senators John L. McClellan (D) and J. W. Fulbright (D) favoring oral argument on the group's objections.

Segregation Issue Enters Pennsylvania Am Protest

SEGREGATION was among the charges made last week in two exceptions to an initial decision recommending an am grant to Levittown-Fairless Hills, Pa. The protestants, WTOA (FM) Trenton and WLDB Atlantic City, N. J., alleged, among other things, that the company which owns the Levittown-Fairless Hills housing project excludes Negroes from residence there. The protestants also said that neither Levittown nor Fairless Hills (both are unincorporated) is a "community" within the meaning of the Communications Act. WTOA described the localities as "dormitory suburbs" of Philadelphia and Trenton.

The disputed initial decision favored Drew J. T. O'Keefe and associates for 1490 kc, 250 w unlimited at Levittown-Fairless Hills and recommended denial of WTOA's application for the same facilities at Trenton [B•T, Feb. 27]. During the hearing it was brought out that Mr. O'Keefe's proposal would cause some interference to WLDB's operation.

Johnson Firm Buys 50% Of KRGV-TV Weslaco, Tex.

KRGV-TV Weslaco, Tex., last week filed an application with the FCC for transfer of 50% control to the LBJ Co. for $5,000 plus a loan of $140,000. The transfer agreement also called for a loan of $103,000 to KRGV Weslaco for which LBJ Co. is to receive an option to purchase 50% of the am.

The LBJ Co., of which Mrs. Claudia T. (Lady Bird) Johnson (wife of Sen. Lyndon B. Johnson [D-Tex.] Senate majority leader, and mother of minority LBJ stockholders Lucy Baines Johnson and Lynda Byrd Johnson) is the majority principal, is owner of KTBC-AM-FM Austin, Tex., and controls 29% of KWTX-AM-TV Waco, Tex.

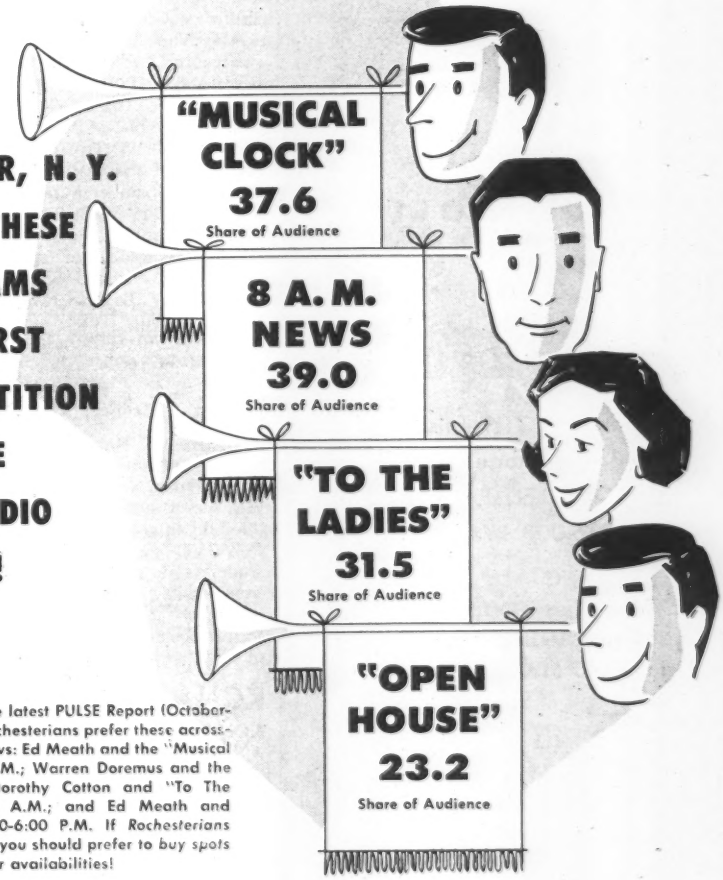
O. L. (Ted) Taylor, former station representative will retain 50% interest in the station and will continue as general manager. According to the application filed with the Commission, KRGV-TV owes Mr. Taylor $90,000.

WNAO-TV Raleigh Appeals

WNAO-TV Raleigh, N. C. (ch. 28) last week asked the U. S. Court of Appeals to reverse the FCC's denial of its petition to intervene in the Raleigh ch. 5 case. The uhf station said that if a vhf station begins operating in Raleigh, it would have to cease operating. The FCC denied the ch. 28 outlet's petition last January [B•T, Jan. 16]. A final decision is being awaited in the vhf hearing following oral argument between applicants WRAL and WPTF, both Raleigh, several weeks ago. WRAL holds an initial decision in its favor for the facility.

SOME "FAN FARE"!

IN ROCHESTER, N. Y. EACH OF THESE 4 PROGRAMS RANKS FIRST IN COMPETITION WITH FIVE OTHER RADIO STATIONS!



Yes, according to the latest PULSE Report (October-November, 1955) Rochesterians prefer these across-the-board radio shows: Ed Meath and the "Musical Clock", 6:15-9:30 A.M.; Warren Doremus and the "8 A.M. News"; Dorothy Cotton and "To The Ladies", 9:30-10.00 A.M.; and Ed Meath and "Open House", 5:00-6:00 P.M. If *Rochesterians* prefer to watch 'em, you should prefer to buy spots in 'em! Contact us for availabilities!

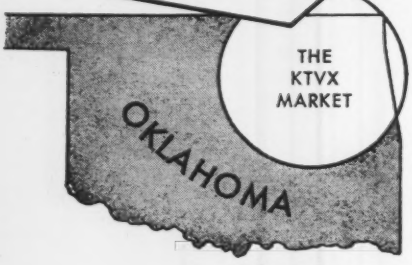
BUY WHERE THEY'RE LISTENING: —

CBS WHEC of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

Looking for Oklahoma's BIGGEST MARKET?

HERE 'TIS!



Sell to this ONE BILLION DOLLAR Market on

KTVX

Studios in BOTH Tulsa and Muskogee
UNEQUALLED FACILITIES
316,000 WATTS

KTVX — The ONLY Television Station in Oklahoma with Studios in TWO MAJOR Markets.

Ask Your AVERY-KNODEL REPRESENTATIVE

Channel 8 KTVX

L. A. (Bud) Blust
V. P. and Gen. Mgr.

•

BEN HOLMES, Natl. Sales Mgr.
TULSA BROADCASTING COMPANY
Box 9697, Tulsa, Oklahoma

Examiner Favors Denial Of KLIQ License Renewal

RECOMMENDATION that the license of KLIQ Portland, Ore., (1290 kc, 1 kw day), not be renewed was made last week by FCC Hearing Examiner Basil P. Cooper, who also recommended the grant of KLIQ's facilities to Robert E. Bollinger. In an initial decision, Mr. Cooper found that Mercury Broadcasting Co. (KLIQ) was not financially qualified to own and operate a station whereas Mr. Bollinger was in all ways qualified to be a broadcast licensee.

KLIQ, which has been off the air for two years, was sold in 1952 by its present owners, who reacquired ownership a year later when the station was sold at auction to satisfy claims. Mr. Cooper found that the hearing produced no evidence that Mercury had assets or commitments to satisfy current claims against the corporation totaling about $34,000.

Three New Daytime Ams Granted by Commission

THREE new am daytime stations were granted by the FCC last week. Construction permits awarded:

• Albuquerque, N. M.—Rex A. Tynes, 1580 kc, 1 kw. Mr. Tynes is sole owner of KCHS Truth or Consequences, N. M.

• Waynesburg, Pa.—Commonwealth Broadcasters Inc., 1580 kc, 250 w. President-Treasurer John S. Booth, 45% stockholder, is 33.3% owner of WTVE (TV) Elmira, N. Y., owner of WMLP-AM-FM Milton, Pa., president-treasurer of WTOW Towson, Md., and vice president-general manager-33% owner of WCHA-AM-FM Chambersburg, Pa. Vice president-secretary Earl P. Strine, 10% stockholder, is WCHA manager, and attorney Harry Daly, 45% stockholder, is stockholder in WOKE Oak Ridge, Tenn., WMLV Milleville, N. J., and WTOW Towson, Md.

• Savannah, Tenn. — Florence Bcstg. Co., 1010 kc, 250 w. Permittee is owner of WJOI-AM-FM Florence, Ala.

More Protest for WSPA-TV

THE two uhf stations which have been opposing the transmitter move of ch. 7 WSPA-TV Spartanburg, S. C., from Hogback Mt. to Paris Mt., served notice last week that they will carry the fight to court.

WGVL (TV) Greenville and WAIM-TV Anderson last Tuesday asked the FCC to reconsider its final decision affirming its approval of the ch. 7 outlet's move. The FCC's order following a protest hearing gave the go-ahead to WSPA-TV [B•T, March 12].

KCNA Tucson Asks Transfer

KCNA Tucson, Ariz., has filed an application with the FCC seeking transfer of control from 52%-owner author Erskine Caldwell ("Tobacco Road," "God's Little Acre," other novels) to minority stockholders George W. and Harry B. Chambers, for $35,574. Under the sale agreement, Mr. Caldwell will retain about 12% interest in KCNA.

Legal Handbook Published

A HANDBOOK, "Television Agreements," has been published by the Practising Law Institute, New York, explaining the legal aspects of tv contracts. Two panel discussions are included. They were edited by moderator David M. Solinger, senior partner of Solinger & Gordon, legal counsel for Foote, Cone & Belding, from PLI's 1955 course on radio-tv law.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 14

Bristol, Va.-Tenn., ch. 5; Canton, Ohio, ch. 29; Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 5; Elmira, N. Y., ch. 18; Redding, Calif., ch. 7; Caguas, P. R., ch. 11.

AWAITING ORAL ARGUMENT: 10

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Hartford, Conn., ch. 3; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Paducah, Ky., ch. 6; San Antonio, Tex., ch. 12; St. Louis, Mo., ch. 11.

AWAITING INITIAL DECISION: 3

Hatfield, Ind. (Owensboro, Ky.), ch. 9; McKeesport, Pa. (Pittsburgh), ch. 4; San Francisco-Oakland, Calif., ch. 2.

IN HEARING: 10

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11; Lead-Deadwood, S. D., ch. 5; Caribou, Me., ch. 8; Coos Bay, Ore., ch. 16.

Ten Stations Receive FCC Transfer Approval

CHANGES in ownership of WAFB-AM-FM-TV Baton Rouge, La., and WESO Southbridge, Mass., were among 10 approved by the FCC last Thursday.

Control of the Baton Rouge stations was transferred from Louis S. Prejean, *et al.*, to the WDSU Broadcasting Co. (WDSU-AM-FM-TV New Orleans), for $148,600. WDSU Broadcasting held 26.7% of WAFB-AM-FM-TV stock prior to the approval and now holds 57.8%.

WESO was sold by WESO Inc. to WESO Broadcasting Corp. for $99,370. Among the principals are President Joseph L. Rosenmiller Jr. (53%), H-R Television Representatives salesman; Vice President-Treasurer Peter A. Bordes (17%), marketing and business consultant, and Joseph C. Amaturo (20%), NBC sales representative.

Also approved were ownership changes involving: WJAM Marion, Ala.; KBHS Hot Springs, Ark.; KLVC Leadville, Colo.; WHBO Tampa, Fla.; KROS-AM-FM Clinton, Iowa; KTCB Malden, Mo.; WDLC Port Jervis, N. Y., and KVWC Vernon, Tex.

No Hi-Fi for Uhf

SUGGESTION that uhf television stations be allowed to multiplex sound portion of a broadcast in order to transmit high fidelity sound—proferred by California attorney Joseph Brenner two years ago—was turned down by the FCC last week. The Commission said there was not sufficient technical information to warrant rule-making.

Rabaut Opposes Pay Tv

STATEMENT against subscription tv attributed in B•T's March 12 issue to Rep. Victor L. Anfuso (D-N. Y.) actually was made by Rep. Louis C. Rabaut (D-Mich.). Rep. Rabaut, in a statement entered in the *Congressional Record*, said the pay-tv idea should be regarded as "the camel's nose under the tent" and "stopped before it gets started."

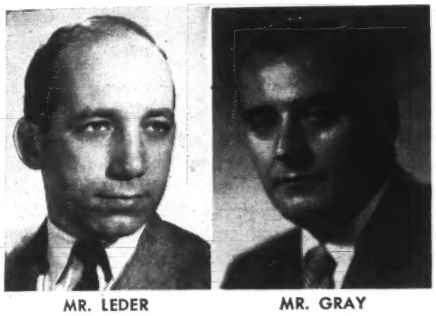
WOR-AM-TV NAMES SEPARATE MANAGERS

Gordon Gray turns responsibilities of am managership over to Robert Leder, retains duties as chief of tv outlet.

CREATION of separate managerships for WOR and WOR-TV New York, with Gordon Gray concentrating on WOR-TV as executive vice president and general manager and Robert J. Leder moving over from WINS New York to become general manager of WOR, was announced last week, effective April 15.

Thomas F. O'Neil, chairman and president of RKO Teleradio Pictures, owner of the stations, disclosed the changes and explained that "the mushrooming success of WOR-TV and the continuing achievement of WOR have practically dictated the necessity of splitting the supervision of these two valuable properties."

Mr. Gray, vice president and general manager of WOR-AM-TV, has headed the stations



MR. LEDER MR. GRAY

since December 1953, when he resigned as vice president in charge of the eastern office of WJR Detroit and WGAR Cleveland to join the O'Neil organization. Mr. Leder has been general manager of WINS since March 1954.

Mr. O'Neil said that "during Gordon Gray's period of general management of WOR-TV, the station's position, both financially and rating-wise, has risen most impressively." At the same time, he said, "despite a vastly more competitive situation, station WOR under his management has continued to maintain its position. . . . The resulting responsibilities require the full time of an executive for each station. Bob Leder's dynamic reputation is well known throughout the broadcasting industry."

Mr. Gray, before his tenure with WJR and WGAR, was vice president and a member of the board of WIP Philadelphia and, before that, manager of stations in Minneapolis, Omaha and Lincoln, Neb. Among other responsibilities, he is a member of the board of Mutual, member of the board of Television Bureau of Advertising, and vice president and a director of New York State Broadcasters Assn.

Before moving to WINS, Mr. Leder served NBC in several capacities, including eastern and national sales manager for NBC Spot Sales and sales director of WNBC (now WRCA) New York. He formerly was with National Television Assoc., WVNJ Newark, Booth Vickery & Schwinn and George Elliott Adv.

Uhf Boosts Prime Time

WWLP (TV) Springfield, Mass. (ch. 22), has announced that effective March 1, it has instituted a new Class AA time, from 8-10 p.m., at $500 per hour, splitting the former A time (7 p.m. to signoff) into two periods: 7-8 p.m. and 10-11 p.m. The move was made, according to William L. Putnam, general manager, to adjust to increases in audience and market saturation. Otherwise, all time periods (A through D), and time charges remain the same; Class A time, for example, still being $400 per hour for the uhf outlet.

April 15 Start Planned By WDMJ-TV Marquette

WDMJ-TV Marquette, Mich., plans to put a test pattern on the air tomorrow (Tuesday), with regular programming scheduled to begin April 15, according to Charles B. Zwemer. The ch. 6 CBS affiliate is represented nationally by Weed and plans to operate with 100 kw video and 60 kw audio.

Other executives include Frank J. Russell, owner-president; Wilber H. Treloar, general manager; Wallace C. Johnson, comptroller; Robert J. Luke, regional sales director; James Luke, local sales, and Paul Anick, chief engineer.

Formal Dedication Held For KHPL-TV Hayes Center

FORMAL DEDICATION of KHPL-TV Hayes Center, Neb., satellite of KHOL-TV Kearney, Neb., were held yesterday (Sunday) in KHOL-TV's studios.

Scheduled to be present at the ceremonies were Nebraska Gov. Victor Anderson, Sen. Carl Curtis, Sen. Roman Hruska, and Rep. A. L. Miller. Film interviews with other dignitaries from Nebraska, Colorado and Kansas also were to be shown.

KVSO-TV Ardmore, Okla., Aims for June Starting Date

CONSTRUCTION has begun on KVSO-TV Ardmore, Okla., and the station should be on the air by June 1, according to General Manager John Easley Riesen.

Transmitting from a 1400-ft. peak in the Arbuckle Mountains north of Ardmore, the station will operate on 27.3 kw with a tower 647 ft. above average terrain. Studios will be located in downtown Ardmore.

The new station will be completely equipped to transmit color, said Mr. Riesen.

Frech Appointed Manager Of KFRE-TV Fresno, Calif.

THE APPOINTMENT of Ed Frech as manager of KFRE-TV Fresno, Calif., was to be announced today (Monday) by Paul R. Bartlett, president, California Inland Broadcasting Co. (KFRE-AM-TV). KFRE-TV received a final grant for ch. 12 in January [B•T, Jan. 16] and plans to go on the air this summer as a CBS-TV affiliate.

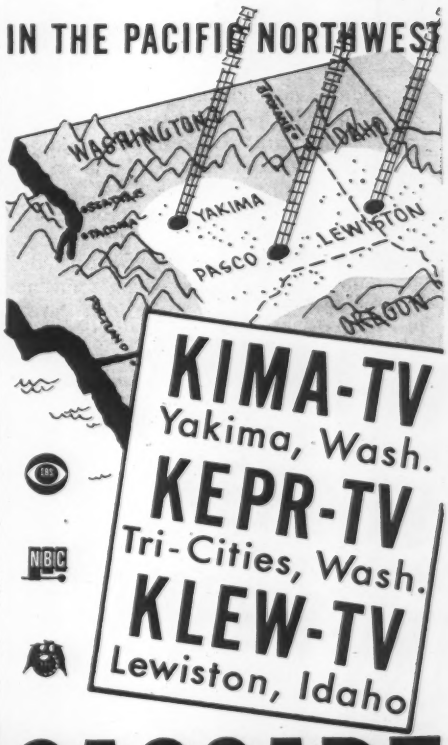
MR. FRECH

Mr. Frech is a vice president of the parent company and has been manager of KFRE for the past two years. Keith Mealey, chief engineer, and Helen Johnson, treasurer, both KFRE, will add the same duties for KFRE-TV.

CASCADE TELEVISION

The BIG 3 for 1 PACKAGE

IN THE PACIFIC NORTHWEST



CASCADE TELEVISION

Contact

WEED TELEVISION

Pacific Northwest: MOORE & LUND

AFTER a razzle-dazzle career in sportscasting during which he parlayed major league baseball broadcasts on a single station into a 400-outlet sports network (which folded during longdrawn litigation with the ball clubs over rights and fees), Gordon McLendon today serves as general manager for KLIF Dallas and also keeps a supervisory eye cocked at goings-on at the other McLendon radio stations, KELP El Paso and WRIT Milwaukee. Deciding to major in news as a field in which radio is far superior to television, Mr. McLendon, who is accustomed to controversy, has plunged KLIF into competition with the Dallas dailies, editorially as well as newswise, and the sparks are flying in all directions. Here is his own account of the fracas, excerpted from a talk before the Texas Broadcasters Assn. midwinter meeting at McAllen, Tex. [B•T, Feb. 27].

NEWS: THE ACE UP RADIO'S SLEEVE

IT IS OBVIOUS to all by now that in order to survive, radio must offer something which television cannot do, or cannot do as well. One of those things is news. In news, so far tv hasn't been able to pour water out of a boot with the directions printed on the heel.

For 20 years or more, radio men have discussed over cocktails radio's vast advantages over newspapers as a news medium. First, radio has an intrinsic time advantage which newspapers cannot duplicate. Radio has an additional advantage in the warmth and emphasis which can be given to news stories by the human voice. Third, radio news has the advantage of economy. Radio needs no linotypers, no proofreaders, no headline writers, no endless supply of newsprint. Your radio newsmen don't have to write out every story they deliver nor do they need to go into the multitudinous details which some newspapers use so often just because they have space they have to fill. So radio needs far fewer men than newspapers. Radio's electronic news plant is economically far more efficient than the bulky, unwieldly, uneconomic newspaper plant. Besides all this, the average metropolitan newspaper reaches only about two-thirds of the homes in the city. Over 95% of these same homes own a radio. Just how much of an advantage can radio have?

Yet, even with all these advantages, until the advent of television radio had never seriously challenged newspapers in the news-reporting field. Perhaps it was because until a few years ago there had always been other and easier sources of lucrative programming. But whatever the reason, it was true that in over 30 years commercial radio had done little to increase its stature or take advantage of its innate superiority as a news-reporting medium. When people thought of news, they thought of newspapers, simply because radio had never made any really serious effort to compete in the news field.

We at KLIF discussed the possibility of a "newspaper of the air" and proceeded to do something about it. We adopted a slogan of "Tomorrow's Newspaper Now" and proceeded to remove ourselves from competition with television by the very simple alternative of going into competition with newspapers, by becoming a "newspaper of the air." KLIF, and all of our other radio stations, now cover both local and national news events with a thoroughness and verve far beyond anything ever attempted by a station in a market of our size before.

We have not exactly put the newspapers out of business yet, and of course never will, but I'm certain that we have reduced their readership. Whenever we find in either of the local newspapers a story of any real local interest which has not appeared on KLIF hours or a full day before, our managing editor's job is in jeopardy. And we do not hesitate to call this coverage to the attention of the public. Several times in each newscast we will say, "Tokyo—here's a story that you won't read in the newspapers until tomorrow," or "Lisbon—another example of how far radio news is ahead of the newspapers."

Our news staff at KLIF consists of six men, none of whom have any particular hours, and all of them under the direction of Edd Routt, our managing editor. To function as a "newspaper of the air" we are on the air 24 hours a day and we have three mobile news units, one of them a reserve unit, but two of them roving the city at all hours to report news events direct from the scene. Whenever there's a fire, a murder, an important City Council vote, the announcement of a new building development, whenever the jury is coming in—KLIF's mobile news units are on the spot to report that news direct and we break into whatever program is in progress. Mobile units are not new, but I believe that we were the first station ever to put three of them to such extensive use. It is not at all unusual for us to have a program interrupted three or four times an hour for either mobile news unit reports or beeper telephone interviews.

Naturally, this is fast, exciting radio, and the result of it is that you are almost afraid to turn away from the station. When hubby gets home at five-thirty and picks up that newspaper, he's got nothing to tell wifey about because she's heard it all on KLIF during the day and, as a matter of fact, can generally tell him some new developments about most of the stories. Or maybe, and this is happening more every day, hubby has been listening at his office and doesn't bother to read the newspaper when he gets home.

We know that these six men—that's our managing editor, two desk men, and three outside leg men—aren't sufficient to do the job we want eventually to do. Eventually, we plan to have eleven men on our news staff—our managing editor and three other desk men, a crime and violence editor, a sports editor, a business and political news editor, a society editor, an editorial writer, an entertainment editor and a local and civic events editor. With that staff, I believe that in Dallas we can offer even more effective competition to either one of the competing dailies.

One of our objectives, and I assure you we are achieving it, is to force radio listening by a segment of the population which has got out of the habit of listening. For a long time it discouraged me to go out with a group of my friends and discover that none of them had listened to the radio that day. Or maybe one of them would say, "I only listen to the radio when I'm in my car." That used to drive me crazy. But it doesn't happen much any

more in Dallas. We're creating a new tune-in. We've compiled a list of 250 top Dallas citizens in all walks of Dallas business and social life and we're expanding this list rapidly. We've subdivided this list into top oil leaders, top banking and industrial leaders, top society women, top business men, top educators, etc. Now, we use this list to get their names and voices on the air just as often as possible. There's hardly a story that clatters over our United Press or INS wires that can't be made a local story. For instance, when President Eisenhower vetoed the gas bill, we quickly got beeper telephone comments from three prominent Dallas and Fort Worth oil men—H. L. Hunt, Jake Hamon and Al Hill.

When we get a story involving Harry Truman, we are apt to call two or three local party officials for comment. When a youth murders his parents in New Jersey, we get statements from local officials familiar with the juvenile delinquency problem. We're getting those local *names,* hundreds of them each week, on the air. My friends listen to the radio now—they're afraid not to. They're afraid the next story is going to be about them. So, in addition to our really superb local coverage, we *localize* all the national and regional stories. This to me is what radio should have been doing all these years.

We've got several other gimmicks that we use to add space to our news program. One of them is Jimmie Fidler, who supplies us with six 15-minute programs per week at a very modest cost. We take these programs and strip them into 30-second excerpts which we use on our newscasts every other hour. Jimmie gets the Hollywood news, states it succinctly, and he is always in good taste. We have found these Fidler excerpts are very effective for us.

We hire a helicopter on an hourly basis to report traffic conditions and also to carry us to the scene of events beyond the range of our mobile units.

We make use of the long distance telephone to get many stories. For instance, when Georgi Malenkov resigned, we promptly put through a call to Moscow and had no trouble at all getting an interview with American Ambassador Chip Bohlen. About all he would say was hello, he wouldn't even tell us the weather, but we had the interview, anyway. In May, on the day of its anniversary, we plan to devote some 10 broadcasts in one day to a news re-creation of the Battle of Chancellorsville, the high tide of the Southern Confederacy.

A FOUR-DAY BEAT

We turn up with some pretty amazing scoops. KLIF broke and then many times gave details on the biggest business news story in the history of North Texas four days before any Dallas newspaper could even get a line about it. We got a tip that Bill Zeckendorf, Angus Wynne and several other prominent Dallasites were getting ready to build a $300 million development between Dallas and Fort Worth which would close the gap between those two cities. The newspapers probably went crazy trying to figure out where our information was coming from. We specialize in quotations of stocks of local interest—Republic Bank stock, Texas Instruments, and so forth. We have a minute, morning and afternoon, devoted to late oil news.

All of which brings me to the subject of editorials. We have editorialized off and on for some time but never to the extent that Dan Kops carries it at WAVZ [New Haven, Conn.]. Dan's article in B•T [Sept. 19, 1955] on why radio should editorialize was one of the finest and most logical pieces I've ever read. We agree with it completely, although we feel that perhaps Dan doesn't go far enough. For one thing, I believe that he runs his editorials twice a day. We run our editorials eight times a day—*after* the 7, 8 and 9 a.m., 12 noon, 5 p.m., 6 p.m., 10 p.m. and 11 p.m. newscasts. Thus, you can see that we saturate the air pretty well. We don't run the same editorial every time; as a rule, we'll have two or three differently-worded versions to keep from boring the listener.

We don't run editorials unless we have something to editorialize about. That's the trouble with most newspaper editorials. They've got to fill up the editorial page every day and as a result it is generally pretty sloshy going on that page.

Our editorials are for the most part limited to a minute. That's about how long it takes you to read a newspaper editorial.

KLIF editorials are potentially the most powerful single weapon in our city for molding public opinion. The editorial page of any newspaper is bound to be about the least read in the whole paper. The average guy just doesn't bother with it. But on KLIF that same average guy *has* to *hear* the editorials. He knows that they are just going to last for a minute between records, and he won't turn off the station for just that short annoyance. So on KLIF, John Q. Public, the average guy—the guy that the paper *never* reaches with its editorials—is caught right in the firing line. And the first thing you know, John, who is a pretty bright guy, although maybe a little lethargic, gets real interested in this issue that he has heard on KLIF.

ADVANTAGE OF EQUAL TIME

It is my considered belief that radio stations can be far more powerful editorially than newspapers. True, we have to give free and equal time for rebuttal but, while I think this should be permissive rather than compulsory, this rule works to some extent to the advantage of radio. When you don't give equal time for rebuttal, you subject yourself to the criticism that has long weakened newspapers—the charge of prejudice. And besides that, when somebody answers you, there's a legitimate public service dispute going and your listening audience skyrockets.

We will editorialize each and every time we have some issue worth bringing to the public's attention. The main thing you should remember in editorializing is: be sure you are *right.* When you take an editorial position that is in any way selfish, the public somehow knows it, and your situation is as dangerous as a Neiman-Marcus charge account.

By now, I hope that I have given you the impression that reporting the news is a pleasure for us. We are responsible reporters, but we have fun; we make mistakes, in good faith, but so do the newspapers. Far more important than our personal pleasure, though, is the fact that the news functions for us as a sort of promotion. Some stations choose sports as the vehicle by which they lend immediacy and sparkle to their operation. In our case, news accomplishes that purpose for us. And the news is free. We are not troubled by demands for excessive rights fees, special promotional announcements, ticket-selling campaigns, and the many other exorbitant demands of the professional sports promoter.

This exciting, vivid news coverage is salable. So salable, as a matter of fact, that on Friday past when our mobile units were breaking in constantly to report the progress of an approaching tornado, one of the Dallas advertising agencies called up and wanted to know if we would sell him the tornado. We did not sensationalize news of the tornado but did it as a public service. We had so many mobile reports that on one occasion one of our mobile units actually interrupted another. And there are no rights fees to a tornado.

I believe I said earlier that even the smallest station here today can follow our aggressive news policy. That statement presumes that everyone can afford, either by adding to or cutting expenses, one experienced, fulltime news man. Experience has taught us that you just can't depend on disc jockeys to carry out any sort of effective news program—it just isn't their cup of tea. In a small town, you'll be surprised how one man can cover much of the available news. I know, because years ago we did it in Palestine, Tex., with one man, the same Edd Routt who is our managing editor today. If that one man does the job right, and works enough hours at it, I can guarantee you that before long you'll be able to afford two men, and then more. But at first you may have to spend a little money to make a lot of money. And you'll be licked right at the start if your man or men are clock-watchers.

KSON DROPS LOCAL AGENCY COMMISSION

San Diego station substitutes new local procedure of 15% 'discount' payment for time purchases and account services to weed out illegitimate advertising firms while protecting bona fide ones.

IN AN EFFORT to weed out illegitimate local "advertising agencies" and protect the bonafide agencies with which it does business, KSON-AM-FM San Diego has adopted a new procedure of 15% "discount" payments for time purchases and account services, Fred Rabell, president of Rabell Enterprises, KSON licensee, announces last week.

It replaces the usual 15% "commission" policy in dealing with local agencies and advertisers, he said, and does not apply to national agencies. The change was made to cure a local problem only, he emphasized.

Mr. Rabell said he instituted the discount plan as a legal means to allow KSON to determine what local agencies it would recognize since station attorneys advised him that the recent anti-trust consent decree against six advertising organizations required KSON to recognize all who claim to be agencies under the present 15% commission procedure. He said KSON just "got tired of being taken" by so-called "agencies" which neither created copy nor serviced an account and turned out to be a relative of the advertiser.

The KSON executive said the new policy "has been well received by all legitimate San Diego area agencies."

KSON informed the local advertising field that "it is the intent and will be the policy of KSON to encourage the use of advertising agencies by San Diego advertisers, it being KSON's belief that the advertiser is well served by an agent who is qualified to produce creative advertising copy for placement on the facilities of KSON." The station noted "the assumption of responsibility for payment of advertiser's air time charges" by the agency is a "worthwhile service" to both KSON and the advertiser.

KSON defined an advertising agency "as a service organization representing the advertiser as an agent" and under no circumstances as a principal in its own right, a broker or agent for KSON.

The station said it is discontinuing payment of commissions, since such are paid only to employes or its own agents, and instead will extend certain discounts to "selected" San Diego County agencies which it will "recognize." Gross air time charges will be discounted at 15%, KSON explained, and a 2% cash discount will be given remittances on or before the 10th of the month after billing. A 2% penalty will be added monthly on unpaid bills.

Mr. Rabell said the new policy affirms that long established custom of placing primary financial responsibility upon the agency, although some national advertising figures last week had criticised the KSON plan as not doing this. He said the confusion arose over a paragraph of KSON's notice of intent which said an advertiser would be held liable for payment in the event its agency was in default. "But this is a secondary liability," it was explained, "as the primary responsibility for payments to the media lies with the agency. Liability for payment is then a joint and several obligation of agency and advertiser."

To qualify for discounts, KSON said it expects the following from the agency: (1) payment of all invoices by the 15th of the month following billing; (2) creation and delivery to KSON of all advertising copy for advertisers. KSON said the prime consideration involved in extending discounts to an agency is financial responsibility and "under no circumstances will KSON bill a customer directly and remit a commission to an agency." Agencies also will forfeit the discount if they fail to create the advertising copy and supply it to the station, it was implied.

KSON concluded that "nothing in this notice of intent is to be construed as being of detriment to the many fine advertising agencies in San Diego with whom KSON has enjoyed mutually profitable relations for many years. There is no change in the 'dollar amount' accruing to the agencies on transactions. It is rather a change of method and procedure brought about by changed conditions in the local market and certain court decisions."

A CHAMPAGNE TOAST is drunk to KTNT-TV Seattle-Tacoma at a luncheon in honor of the station's third birthday, while June Svedin, KTNT-TV's national ad model pins a carnation on Trevor Evans, of Pacific National Agency, Seattle's "Advertising Man of the Year." Surrounding them are (l to r) Peter Lyman, Frederick E. Baker Inc.; Larry Carino, KTNT-TV commercial manager, and Don Staley, Weed Co. The station held a birthday promotion in both the Seattle and Tacoma Bon Marche Department Stores, inviting its viewers to drop in for a piece of birthday cake, free orchids and a general celebration complete with an orchestra.

Capper President Blake Dies in Topeka, Kan.

HENRY S. BLAKE, 68, president of Capper Publications (WIBW-AM-TV Topeka, Kan., KCKN Kansas City, Kan., and newspaper interests) died March 10 following a heart seizure while burning underbrush on his property in Topeka.

MR. BLAKE

Mr. Blake succeeded the late Sen. Arthur Capper as president of the Capper firm in 1951. He had been general manager since 1937 and before that worked for various newspapers throughout the country.

He is survived by his wife and three children, Henry S. Blake Jr., and Mrs. Homer L. Hiebert, both Topeka, and David R. Blake, Detroit.

WNBQ (TV) Shows Setup Prior to All-Color Debut

LOOKING TOWARD its debut as the world's first all-color station April 15, WNBQ (TV) Chicago is demonstrating to clients and agency representatives how their products will look on tinted tv.

Present clients have been invited to use the station's color facilities for camera and lighting tests to see how their products and packaging designs can be staged in live color commercials. Among WNBQ advertisers participating in the tests are Peter Hand Brewing Co. (Meister Brau beer), Santa Fe Railway, Jewel Food Stores, Armour & Co., Sears, Roebuck & Co., Coca-Cola, Kresge variety stores and other local accounts.

Trademarks and other visual aids will be spotlighted in the lighting-camera tests as sponsors go through their paces in anticipation of color, and also with an eye on black-and-white tv, according to Floyde Beaston, WNBQ sales manager.

On April 15, coincident with the opening of the NARTB convention, WNBQ plans to be transmitting all local live programs in color as the culmination of a gradual piecemeal conversion campaign.

The "color orientation" sessions, which got underway last Monday and which will continue at intervals during the next four weeks, bring into play WNBQ's engineering, program and production staffs.

Hildebrandt to Manage KMYR

KEN HILDEBRANDT, sales manager at KMYR Denver since Dolph-Pettey Broadcasting Co. acquired the station in January, has been named general manager, it was announced last week by Herbert L. Pettey, president of the broadcasting company. He succeeds Barry Long.

MR. HILDEBRANDT

Mr. Hildebrandt, onetime professional baseball player, entered radio at KYA San Francisco as a sportscaster and later became general sales manager.

Freeman Made KVVG-TV GM

PROMOTION of Ron Freeman from commercial manager to general manager of KVVG-TV Tulare, Calif., was announced last week by Uhf Television Corp., station owner. He replaces Ed Beatie, who has resigned to open his own advertising agency in Fresno, Calif. KVVG-TV also announced the promotion of Bob Lee from sales service director to operations manager.

WTVJ (TV) Live Colorcast Set

WTVJ (TV) Miami last week announced it would give Florida its first look at local live color television during the station's seventh anniversary celebration Wednesday. Approximately 500 clients, businessmen and other guests will visit the station for the anniversary celebration and will witness the first scheduled local colorcast, featuring Mitchell Wolfson, WTVJ (TV) president; Lee Ruwitch, executive vice president and general manager; Jack Shay, vice president in charge of operations, and John S. Allen, vice president and general sales manager.

KNBC Separates Am, Fm; Will Study Reaction to Fm

KNBC-FM San Francisco last Wednesday began programming independently of KNBC with hi-fi and classical music offerings. A study of listener and advertiser reaction to the separate fm service will be made.

KNBC-AM-FM General Manager William K. McDaniel said that the fm station is starting with 20 hours a week of separate programming with the intention of gradually expanding to as many as 18 hours a day as the response of the public and advertisers makes the added programming feasible.

Initial fm rates are $50 for one-hour of sponsorship and $5 for a single one-minute announcement. Five time sales had been completed as of last Thursday.

Teenage 'Growing Pains' Featured on WBC Stations

A SERIES of 40 half-hour tape-recorded programs, in which teenagers discuss various problems of concern to youngsters, is being launched by Westinghouse Broadcasting Co. radio stations this week. Titled *Growing Pains,* the series features Helen Parkhurst, internationally noted educator, in discussions with groups of high school students in all cities where WBC has stations.

In the discussions, the teenagers give their views on subjects as diverse as minority group problems, gambling, sex, slum life and rock-and-roll music. The series has been in preparation for six months. William Kaland, WBC assistant national program manager, who supervised production, explained that the purpose is not to "shock" listeners, but to present the teenager's outlook on life and the problems that confront him.

The series also is being made available to non-commercial radio stations as a public service. WNYC New York is one of those that already has scheduled it.

KTLA (TV) Names Warner

HARRY P. WARNER last week was appointed head of the KTLA (TV) Los Angeles legal department, Klaus Landsberg, KTLA general manager and vice president of the parent Paramount Television Productions, announced [CLOSED CIRCUIT, March 12]. Mr. Warner is a member of the American Bar Assn. and the bar of the Supreme Court of the U. S. Until recently he has been in private practice in Washington.

WTTM Local Sales Up 40%

WTTM Trenton, N. J., had a 40.6% increase in local billings in January as compared to the same month last year, it has been reported by Fred E. Walker, WTTM general manager, and Harry W. Barnam, general sales manager of the station.

WMUR-TV Rate Increase

WMUR-TV Manchester, N. H., placed rate card No. 5 into effect March 1, boosting Class AA hourly rates from $350 to $600. The ch. 9 outlet is an ABC-TV affiliate.

Art Dealer's Sponsorship Of 'Window' Gets Results

A BLEND of culture and commercialism produced immediate results for the Hammer Galleries (New York art dealers), sponsors of *Window* last Tuesday through Friday over WRCA-TV New York, a station spokesman said. Two paintings were sold to viewers of the program. "The first color tv international fashion show" was to be carried by the station today in cooperation with Gimbels department store in New York, in the time periods usually allotted to the *Richard Willis Show* and *Jinx's Diary* (2-3 p.m. EST). The program was to feature outstanding coutourier creations from top designers in England, France, Italy and Spain.

KLIK Expands Sales

ED DAHL, general manager of KLIK Jefferson City, Mo., has announced an expansion of the station's sales staff with the addition of three executives. Added to the staff were William Ogden, formerly with CBS sales; James Jae, promotion and advertising director of KTVI (TV) St. Louis, and Richard Erbe. Mr. Dahl has just completed his first month as KLIK manager.

KTRK-TV Signs Steel Co.

KTRK-TV Houston has announced that Star Steel Supply Co., that city, for Westinghouse products, has signed for four programs totaling 2½ hours per week. The year-long contract for *Star Steel Hour, Star Steel Sports, Star Steel Final* and *News of the Day* was placed through Kamin Adv., Houston.

Cash Registers are Singing in the WBRZ Area because:

POPULATION IS UP **84%**

EFFECTIVE BUYING INCOME IS UP **100%**

FOOD STORE SALES ARE UP **209%**

—Sales Management's area growth ratings, 1945-1955

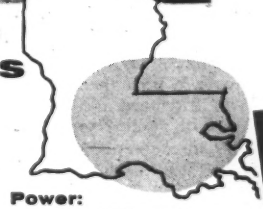
NBC-ABC

Represented by Hollingbery

$899,481,000.00 spendable dollars

from OIL, GAS, CHEMICALS, SULPHUR, INDUSTRY, AGRICULTURE

—and only one TV station completely covers this rich heart of Louisiana



Power: 100,000 watts

Tower: 1001 ft. 6 in.

WBRZ Channel **2**

BATON ROUGE, LOUISIANA

Mr. Timebuyer:
Here's a station geared to produce *low-cost sales results* because it's programmed to reach *the adult audience*—the people who buy most of the goods advertised on radio.

For the best buy in radio in Jacksonville Florida, there's nothing like the incomparable *Ted Chapeau...* Top man for 16 years. And he's on WJHP radio with rates and ratings *worthy of comparison.*

WJHP radio
Jacksonville
Florida

STATIONS FIGHT BAN ON COURT COVERAGE

Boston's WBZ outlets file opposition to proposed Massachusetts legislation preventing either tv or radio from broadcasting proceedings in which witnesses give testimony.

THE FIGHT to gain coverage rights for radio and tv in courtrooms was carried on last week by WBZ and WBZ-TV Boston, Westinghouse stations, as they filed opposition to proposed legislation preventing either medium from broadcasting proceedings in which witnesses testify.

The stations opposed the portion of Public Document 144 (Judicial Council of Mass., 1955) that proposes the radio-tv ban for all public agencies and tribunals. The ban would be much broader than Canon 35 of the American Bar Assn., recently held invalid and outmoded by the Colorado Supreme Court [B•T, March 5].

Contending the blanket ban, and the assumption on which it is based, are not properly founded either in fact or law, W. C. Swartley, vice president of the Westinghouse group, argued such a prohibition by law is clearly contrary to the public interest.

Mr. Swartley reviewed the history of religious broadcasting by WBC stations and the 10-year history of religious telecasting in Philadelphia. He cited the Colorado decision to show that courtroom decorum is preserved by modern electronic reporting techniques and explained the accuracy of these methods. Right of privacy and control of proceedings do not suffer, he added.

In Philadelphia, a committee of the Philadelphia Bar Assn. is advocating a ban against picture-taking in all Philadelphia courts, including magistrates' courts. The association's Committee on Criminal Justice & Law Enforcement said the taking of photos is degrading. As a rule, Philadelphia photographers have been allowed to take photos in magistrates' courts.

A demonstration of tv newsreel camera coverage of court trials was staged March 10 in Philadelphia by WRCV-AM-TV during a teenage radio panel program, *Junior Town Meeting of the Air.* Judge Vincent A. Carroll, prominent Philadelphia jurist, moderated the panel. Ernie Leiss, newsman, and Ralph Lopatin, producer, WRCV-TV, showed how tv techniques do not interfere with courtroom decorum.

Milwaukee Sentencing Filmed by WTMJ-TV

WTMJ-TV Milwaukee last week became the first television station to carry a sound film of a sentencing in a criminal court of that city. The film was telecast exclusively over WTMJ-TV last Tuesday (March 13), and the sound track was carried over WTMJ the same day.

Judge Clarence E. Rinehard allowed cameramen from the station to record the sound and shoot the film of the sentencing of Robert O'Connor and John C. Johns to life imprisonment. The two men had been convicted of killing a Milwaukee tavernkeeper during a holdup last year.

Jack Kreuger, news director of WTMJ-AM-TV, conferred with the judge before the last session of the trial to make arrangements. At that time, Judge Rinehard gave the opinion that when he had heard and dismissed all defense pleas and all motions for a new trial, the legal rights of the two defendants would no longer be in jeopardy. Therefore, just before he pronounced sentence, he allowed cameramen to set up a sound mike and cameras.

Prior to pronouncing sentence, Judge Rinehard made the following statement defining his stand on the right of the public to see and hear on radio and tv this part of the trial:

"A proceeding such as this in court is essentially a public proceeding and people cannot complain if matters taken up are displayed to the public because people are entitled to know what takes place in their courts—especially in the final determination of cases so important as this one is. Accordingly, I have permitted the taking of pictures at the final disposition of this matter."

WDOV, WDOX-FM Personnel Named by Dover Bctsg. Co.

CLIFF GOODMAN will continue as manager of WDOV and WDOX-FM Dover, Del., according to Henry Rau, president of Dover Broadcasting Co., new corporation which recently bought the stations from Delaware State Capital Broadcasting Co.

Mr. Rau also announced that Maxwell Marvin has been named new vice president and general manager of WDOV but also will continue as manager of WOL Washington, D. C. The new chief engineer of WDOV is Lloyd Smith, also chief engineer for WOL.

Charles Dillon, vice president of WOL, becomes secretary-treasurer of WDOV and will handle national sales.

National sales representative for WDOV in New York will be Grant Webb.

Dennis to KLRJ-TV

WALTER L. DENNIS has been appointed sales manager of KLRJ-TV Las Vegas, Nev., Robert Gardner, general manager, announced last week. Mr. Dennis moves to Las Vegas from Pueblo, Calif., where he was sales director of Telerad Inc., management firm, and also the Silver Dollar Network of Colorado.

MR. DENNIS

He previously was with the old National Assn. of Broadcasters (now NARTB) as news bureau chief, formerly was radio-tv director for Allied stores (department store chain) and held various positions with several radio stations, including general manager of WJNO-TV Palm Beach, Fla.

WBT Local Sales Increase

LOCAL SALES of WBT Charlotte, N. C., were up 70.2% in January over the same period last year, according to Managing Director J. Robert Covington. WBT is owned by the Jefferson Standard Broadcasting Co., which also owns WBTV (TV) there and WBTW (TV) Florence, S. C.

KCOP (TV) Signs Tom Duggan

TOM DUGGAN, who resigned last month from WBKB (TV) Chicago [B•T, Feb. 20], has been signed to an exclusive contract by KCOP (TV) Los Angeles as "an observer on the local scene," Jack Heintz, KCOP vice president and general manager, has announced.

A NEW television station, to be located at Ensign, Kan., is discussed by (l to r), Leigh Warner, president of Southwest Television Co.; Howard O. Peterson, general manager of KTVH (TV) Hutchinson, Kan., and Mr. Warner's wife. The new tv outlet, as yet without call letters, will operate on ch. 6 as a satellite of KTVH. It will serve an estimated 30,000 homes in an area as yet without television.

New Office Building Planned By WHLI Hempstead, L. I.

WHLI Hempstead, L. I., New York, last week announced that construction of a new $250,000 two-story office building will begin April 1, with completion scheduled by September.

The new building, designed by the architectural firm of Shulman & Soloway, will be constructed of stone, stainless steel, marble and glass. It will contain WHLI's executive offices, three studios and a master control room, plus quarters to house what Paul Godofsky, president and general manager, calls "our communications room." This specially-designed, studio-control room will be shared by the station's news and public affairs departments and will contain up-to-date tape recorders, "beeper" telephones, hi-fi short-wave radio receivers and "various automation tools."

WLWA (TV) Announces Triple-A Sales Plan

WLWA (TV) Atlanta has put its new "Triple-A Plan" into use for advertisers who market products distributed through super markets and drug stores. The plan comprises "The Kid Package," "The Women's Package" and "The Mass Package" for different-type advertisers.

The "Triple-A Plan" calls for one-minute participating spots and 20-second breaks, with three participations per unit of three shows where availabilities allow.

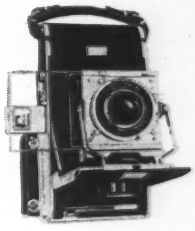
WTTM Relays Fire Coverage

WTTM Trenton, N. J., last Wednesday relayed its coverage of two separate general alarm fires in that city to WKDN Camden, N. J. and WIP Philadelphia. The outbreak of the fires which destroyed the Cathedral of St. Mary's and its parochial school (at 4:30 a.m.) and the largest elementary school in the city, Jefferson (at 9:05 a.m.), provided radio with a clean beat of the local morning and evening newspapers which had just gone to press, according to WTTM. Station's pickups were handled by News Director Joe Agares and news editor Ray McPhee.

NOW

fast, low cost TV commercials and spot news in minutes!

GRAY TELOP III



POLAROID ® LAND CAMERA
(Pathfinder model)

Use of the newly improved Telop III and the famous Polaroid (picture in a minute) Land Camera, now offer fast, extremely low cost production and projection of commercials and spot news for TV stations! This combination opens many new, profitable markets for TV time salesmen and is particularly helpful in meeting the budget requirements of local sponsors.

Commercials can be changed DAILY and the Polaroid photograph inserted in the Telop III for immediate projection without further preparation.

Telop III projects on single optical axis, opaque cards, photographs, art work, transparent 3¼" x 4" glass slides, strip material, and can be used with any TV camera including the Vidicon. The Telojector, to project 2" x 2" transparencies, can be used with the Telop III.

Telop III holds 50 slides, with either manual or automatic, local or remote control. Write for booklet describing complete money saving features.

Ask For Details On Rental-Purchase Plan

SPOT NEWS

COMMERCIALS

GRAY RESEARCH and Development Company, Inc.
Manchester, Conn., Subsidiary of The Gray Manufacturing Co.

BARTELL BROADCASTERS Inc., recent purchaser of KRUX Phoenix [B•T, Dec. 5, 1955], has signed a lease for office and studio space in the Sahara Hotel there and appointed John F. Box Jr. KRUX general manager. Mr. Box will continue as executive vice president of the Bartell group and moves to KRUX from Bartell's WOKY Milwaukee. Present for the lease signing were (l to r): seated, Michael Robinson, managing director, Sahara Hotel Corp.; George Gobel, NBC-TV personality and Sahara stockholder; David B. Bartell, chairman of the Bartell board; standing, Marion Isbell, president, National Restaurant Assn.; David O'Malley, Mr. Gobel's business manager, and Mr. Box.

College Students Operate WDOT Burlington on Sundays

WDOT Burlington, Vt., has given its entire broadcast day on Sundays to two area colleges, U. of Vermont and St. Michaels. The station is operated entirely by students with one member of the WDOT staff serving as supervisor.

The two colleges alternate operation of the station. Don Bartlett, WDOT program director, said the students would be able to receive commercial station experience and also would acquaint the community with campus activities.

Opens Atlanta Office

HARRINGTON, RIGHTER & PARSONS, station representative firm, last week announced the March 1 opening of an office at 1430 W. Peachtree Street, N. W., Atlanta, Ga. Frank P. Rice, of the firm's Chicago sales staff, has been appointed southeast manager with headquarters in Atlanta. Also announced was the appointment of William L. Snyder to the Chicago staff.

MR. RICE

REPRESENTATIVE APPOINTMENTS

KWJJ Portland, Ore., names Headley-Reed Co. representative for West Coast. Burn-Smith Co. continues to represent station in Midwest and East.

KJAY Topeka, Kan., appoints The Walker Representation Co., N. Y., for national sales.

REPRESENTATIVE PEOPLE

Donald Hamilton, Tv Specialties Equipment Co., N. Y., to Richard O'Connell Inc., N. Y., station representative, as account executive.

Lawrence H. Buck, account executive, WABD (TV) New York, to NBC Spot Sales, Chicago, in similar capacity.

Nicholas J. Pitasi, account executive, Headley-Reed, N. Y., to sales staff of H-R Representatives, N. Y.

STATION PEOPLE

Buddy E. Starcher, former manager of WMIE Miami, Fla., to KCUL Fort Worth, Tex., in same capacity.

Walter H. Stamper Jr., in Chattanooga, Tenn., radio since 1941, appointed commercial manager, WAPO Chattanooga.

MR. STAMPER

George B. Morgan, commercial manager, KGGM-TV Albuquerque, N. M., to WHOK-TV Holdrege, Neb., as sales manager, succeeding **A. B. McPhillamy,** deceased.

George Mathews, formerly with KOA Denver, to WRCV-TV Philadelphia as business manager. **Robert Woodburn** transferred from NBC Chicago as assistant business manager. **Lou Vassalotti** to WRCV-TV accounting department. **Nancy Gaston,** receptionist, to secretary to director of operations. **Irene Skilton,** secretary to radio engineering department, to secretarial staff of general manager.

John H. Brock, Carolina sales manager, WBTW (TV) Florence, S. C., named national sales manager.

John D. Hymes, former manager, WLAN Lancaster, Pa., and **Jack Stahle,** KFRC San Francisco, to sales staff, KGO-AM-TV San Francisco.

Irby N. Hollans, formerly reporter, *Roanoke* (Va.) *World-News,* to WRVA Richmond, Va., as promotion manager, succeeding **Jack Stone,** assigned to promotion manager, WRVA-TV. **Bill Thompson,** former publicity manager, WRVA, to news film director, WRVA-TV. **Burt Repine,** music director, WRVA, appointed manager of WRVA Theatre Div. **Jack B. Clements,** director of news and special events, WWNC Asheville, N. C., to WRVA as news editor, succeeding **George Passage,** transferred to news editor, WRVA-TV.

Frank D. Charbonnet, IBM Electronics Sales Div., New Orleans, to sales staff, WDSU-TV New Orleans, succeeding **Daniel G. Evans,** appointed vice president and account executive, Whitlock-Swigart Inc., New Orleans.

Earl Leyden, Colorado regional sales and display supervisor, Kellogg Co., to KBTV (TV) Denver as merchandising manager.

Pat McCallion, KTAR Phoenix, Ariz., to KOOL Phoenix as account executive.

Merl Van Lydegraf, sales representative, KZTV (TV) Reno, Nev., to sales staff, KNTV (TV) San Jose, Calif.

Charlie Slack, student, Marshall College, Huntington, W. Va., to sales staff, WHTN-TV Huntington. Others to WHTN-TV: **Arthur Taylor** of Pittsburgh, Pa., as projectionist; **Eugene Teszler,** N. Y., studio engineer, and **Patricia Fortner,** Huntington, station artist.

Mel Hallock, program director, KMON Great Falls, Mont., to station sales staff. **Jacki Skees Krall,** station traffic director, and **Bill Sterling,** Northwest area radio salesman, also to KMON sales staff. **Jim Pease,** continuity director, appointed to head new operations desk.

Edward M. Gilman, motion picture production cameraman, Dephoure Studios, Boston, to WNAC-TV as technical supervisor of special film projects.

Happy Promoter

THOSE who claim television is hurting sports attendance will get a ready argument from Vince McMahon, Washington wrestling promoter, whose weekly shows are telecast over WTTG (TV) Washington.

The promoter's card the night of March 8 was sold out in advance and he says tv "unquestionably" is responsible. "After the March 1 matches, three phones were kept busy for over two hours accepting reservations for the March 8 show from fans who had seen the fights on their tv sets at home."

Mr. McMahon began promoting wrestling again (after a two-year layoff because of poor attendance, which he blamed on tv) 11 weeks ago and crowds at the 3,000 seat arena have climbed steadily since. The matches were not being telecast when discontinued in 1954. He has received phone calls seeking tickets from people in Pennsylvania, Maryland and Virginia. "I have never seen its equal in 20 years in the promotion business," he said.

Gunther Brewing Co., Baltimore, sponsors the Thursday night telecasts.

Stanley Ediss, former assistant program director, WINS New York, to KDKA Pittsburgh, Pa., as production manager.

Charles L. Stephen, production manager, WMBD Peoria, Ill., to WHAS Louisville, Ky., radio production department. **Phyllis Knight,** home director, WHAS, to daily show on WHAS-TV.

Herbert Grayson, formerly member of promotion-publicity staff at Portland Cement Co., Chicago, appointed press information director WBBM that city, succeeding **Budd Blume,** resigned to join J. Walter Thompson Co., Chicago, as tv commercial writer.

Ray McPhee, newscaster, WTTM Trenton, N. J., named news editor.

Leonard Troy, art director, KFMB-TV San Diego, Calif., to art production supervisor and tv sales development department.

Lee Allan Smith, graduate, Oklahoma U., Norman, to sales staff, WKY Oklahoma City.

Douglas E. Nicol, formerly of *Detroit Free Press* and *Detroit Reporter,* to WXYZ-AM-TV Detroit as publicity director.

Virgil Cobia, musician and time salesman, KRCG (TV) Jefferson City, Mo., to KLIK Jefferson City in production and sales departments.

Lew Riefstahl, newsman-announcer, WBIA Augusta, Ga., to WQSN Charleston, S. C., for daily *Night Watch* show.

Cleve Hermann, California sportscaster, to KFWB Hollywood for nightly program.

Jess Cain, formerly announcer on DuMont Television Network, to announcing staff of WNDU-TV South Bend, Ind.

Alan Dary, Boston disc jockey, to WBZ-WBZA Boston-Springfield, Mass. **Don Kent,** Weymouth, Mass., weathercaster, formerly heard on WBZ, resuming program on WBZ-AM-TV.

Tom Donahoe, sales and sales promotion specialist, McElroy & Prewitt, Sioux City food broker firm, to KBTV (TV) Denver as merchandising manager.

Kenneth C. Bruce, engineer, KDKA-TV Pittsburgh, Pa., appointed technical facilities engineering supervisor.

Robert J. Finan, formerly news editor, WIZZ Streator, Ill., to WLBK DeKalb, Ill., as news director and announcer. **Joe Barry,** new to radio industry, to WLBK as announcer.

Bill Stinson, news director, KWTX (TV) Waco, Tex., to WFAA-TV Dallas, Tex., in same capacity.

Jim Turner, WJAN Spartanburg, S. C., to WAYS Charlotte, N. C., as sports director.

Phil Long, disc jockey, WMAL Washington, to WPGC Morningside, Md.

Mina Meadows, formerly traffic manager and program director, WIZZ Streator, Ill., to KFI Los Angeles as local sales traffic manager.

Art Lane, formerly disc jockey, WHAT Philadelphia, to WLBR Lebanon, Pa.

Bonnie, vocalist-pianist and former Miss Grand Rapids to WOOD Grand Rapids, Mich., as station's first woman disc jockey.

Barry Medlin to WWIT Canton-Asheville, N. C., as disc jockey.

B. Iden Payne, U. of Texas drama professor, beginning series of talks on WFAA Dallas, Tex.

Don Usher, KWJJ Portland, Ore., and **Russ Norman,** KING Seattle, to Five Men of Music team of KAYO Seattle.

Gordon Baker Lloyd, 25-year garden broadcaster, conducting new weekday garden show on KHJ Los Angeles.

Deacon Smith, Western disc jockey, KVSM San Mateo, Calif., to KEEN San Jose, Calif. **Black Jack Wayne** and his Western Jamboree, **Linda Roth** and **Willis Dahl,** singers, to KEEN talent staff.

Dick Norris, actor, to KNXT (TV) Hollywood as film show host.

Bern Penrose, WSNJ Bridgeton, N. J., to announcing staff of WTTM Trenton, N. J.

John Galley of Chicago to announcing and news staff, KWBU Corpus Christi, Tex.

Paul Bair, former sports director, WEOA Evansville, Ind., and **Don Beecher,** former news director, WXLW Indianapolis, to WIL St. Louis announcing staff. **Don I. Brady,** Minnesota Mining & Mfg. Co., Chicago, to WIL sales staff.

Francis Irvin, vocalist, to cast of *Bandstand Revue,* KTLA (TV) Hollywood.

William (Tubby) Rives, entertainer, to WBZ-TV Boston for daily film show.

Myron Walden, news department, WTMJ-AM-TV Milwaukee, transferred to announcing staff.

Pete Langston, disc jockey, to WDVA Danville, Va.

Three-Ring Tv

A FULL-FLEDGED circus, tent and all, has moved onto the downtown parking lot of KTLA (TV) Hollywood as a regular production unit of the station's program department. Klaus Landsberg, vice president of Paramount Television Productions Inc. and general manager of KTLA, personally directs the weekly full-hour telecasts which began Thursday evening under sponsorship of Swift & Co. and Bell Brand Foods. Ringmaster Dick Lane and Susie, a trained bear seen on the show, last week visited the Hollywood offices of radio-tv affiliated firms to promote the show. The *KTLA Circus* tent has 800 bleacher seats.

Steve Murphy, WOW Omaha, Neb., appointed assistant news editor, WOW-AM-TV. **John Carleman,** KBON and KOIL, both Omaha, to WOW-AM-TV as continuity writer.

Eugenie van de Water, WCSH-TV Portland, Me., to program department staff, WJAR-TV Providence, R. I.

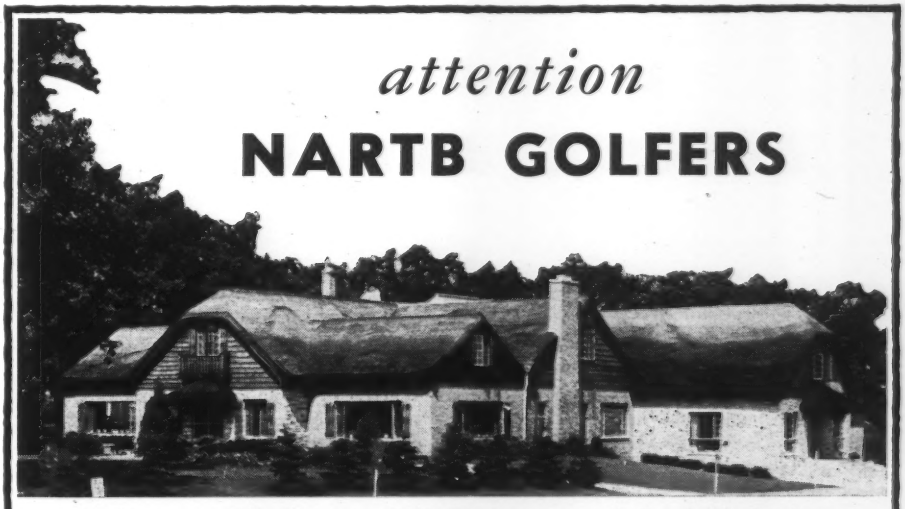
Thomas J. Stanton, former manufacturer's representative, to promotion department of KWK St. Louis.

Gostin Freeney, news department, WMAZ Macon, Ga., transferred to announcing staff. **J. Howard Absalom,** WAKR-TV Akron, Ohio, to news department WMAZ-AM-FM-TV.

Tom Carlisle named director of news, KBTV (TV) Denver. **George Byram,** Cheyenne,

attention

NARTB GOLFERS



B•T's annual Blind Bogey Golf Tournament will be held Sunday, April 15, at the 27-hole Midwest Country Club (above), Hinsdale, Ill. Over 20 prizes, including B•T's silver trophies for low gross and low net, will be awarded.
Tee-off time is 9:30. Those who wish transportation please indicate on reservation below.

MAIL THIS RESERVATION TODAY, TO:
BROADCASTING • TELECASTING 1735 DeSales St., N.W., Wash., D. C.

Name .....
Address .....
Firm .....
I will want a ride to the club ☐

April 15 ***Tee-off time: 9:30 a.m.***

ON THE DOTTED LINE...

WILLIAM E. WATERS, chairman of the San Francisco Bay area Dodge dealers advertising committee, signs for live boxing telecasts from Winterland Arena on KOVR-TV San Francisco. Also taking part were (l to r), Terry H. Lee, general manager; Frank King, sales manager; Sam Elkins, account executive, all KOVR-TV, and Jack Edwards, Grant Adv. account executive. The Dodge dealers are sponsoring one hour of the two hour program and Gallo wine is sponsoring another half hour.

DON BRYAN, Screen Gems sales representative, shows J. W. T. Armacost, secretary-treasurer, Coca-Cola Bottling Works, Washington, where to sign the contract calling for Coca-Cola to sponsor *Jungle Jim* on WMAL-TV Washington. Other Coca-Cola bottlers use the show in Atlanta and Albany, Ga., and Eugene, Ore.

RAY J. OOSDYKE (l), vice president in charge of sales, Mid-West Refineries Inc. (White Rose gasoline), and Bill Schroeder, WOOD-TV Grand Rapids, Mich., general manager, shake hands on the just-signed contract calling for Mid-West to sponsor *The Big Idea* (Tues., 7-7:30 p.m.). Looking over an article on *Idea*, produced on film by RKO-Pathe, in the *Saturday Evening Post* are Grand Rapids Chamber of Commerce President Donald J. Porter (l) and James Van Stee, of Van Stee, Schmidt and Sefton, advertising agency handling the account.

NEW SPONSOR of *The World Tonight* on KDKA-TV Pittsburgh is Duquesne Brewing of that city. Signing for the weekday show, featuring KDKA-TV News Director Bill Burns and Ray Scott, are (l to r) Vic Maitland, president of Vic Maitland & Assoc. agency; Mr. Burns; Harold C. Lund, Westinghouse vice president in charge of the station, and Lloyd Chapman, station sales manager.

SIGNING a contract renewing sponsorship of *Stories of the Century* over KGLO-TV Mason City, Iowa, is Sid Jensvold, president of the S. B. Jensvold Co., which retails farm equipment. Looking on is Lloyd Loers, KGLO-TV sales manager.

BARRY SULLIVAN (l), star of the new Ziv television program, *The Man Called X*, and John Reynolds (r), vice president-general manager, KHJ-TV Hollywood, discuss the program's presentation with Harold Moore, sales manager, Southern Calif. Edison Co., which has signed to sponsor the dramatic series on KHJ-TV. Agency for Edison is the Meyers Co.

DISCUSSING PLANS for Falstaff beer's new series of musical programs on KLZ Denver are (l to r) Harold Storm, KLZ promotion chief; Robert McDonald, Falstaff divisional advertising manager, and E. Lee Fondren, KLZ sales.

Wyo., announcer, to KBTV announcing and production staff.

Frank Yankovic, polka orchestra leader and recording star, signed for musical series on WGN-TV Chicago.

Milli Riba to KGMB-TV Honolulu as home economist, replacing **Marjorie Abel,** resigned.

Don Wilburn, student, Marshall College, Huntington, W. Va., to announcing staff of WHTN-TV Huntington. **Edie Leighty,** physical fitness demonstrator, to *The Feminine Touch* on WHTN-TV.

Alan Landsburg, former NBC staff member and more recently with U. S. Armed Forces Radio Service, Germany, to WRCA New York as staff director.

Donn Winther, promotion department, WNBF-AM-TV Binghamton, N. Y., father of girl, Kristen Lee, Feb. 28.

Ed Storie, disc jockey, WWIT Canton-Asheville, N. C., father of girl, Feb. 24.

David P. Walker, film editor, WWLP (TV) Springfield, Mass., married March 10 to **Doris L. Pera,** former secretary to program director.

Reed Upton, announcer, KOAT-TV Albuquerque, father of girl, Karen Diane.

Lee Reynolds, director, WTTG (TV) Washington, married **Wania Jean McGinnis,** WRC Washington program production department, March 10.

Fred H. Schmutz, production supervisor, KARK-TV Little Rock, Ark., father of girl, Anne Elizabeth.

Dick Osborne, national sales representative, WLWC (TV) Columbus, Ohio, father of boy, David Lawrence. **Charles Dodsworth,** sales manager, father of boy, Paul Michael. **Jack Anthony,** producer, father of boy, Jeffrey Karl. **Dick Zavon,** client service director, father of boy, Bruce Paul.

Walter J. D. Alexander II, cameraman, WHTN-TV Huntington, W. Va., father of boy, Michael Anthony.

Patrick Crafton, national sales manager, WCPO-AM-FM-TV Cincinnati, Ohio, father of boy, Christopher.

Dick Campbell, program director, WDVA Danville, Va., father of girl, Alexis Nicole.

"It's those Super-Six personalities on KRIZ Phoenix that really slay me."

RCA Victor Signs Agreement With Decca Ltd. of London

RCA Victor, New York, and Decca Record Co. Ltd., London, have announced an agreement whereby Decca—not corporately or otherwise connected with Decca Records Inc., New York—will receive RCA Victor master discs for manufacture and distribution abroad under the Victor label. The agreement becomes effective in May 1957.

Meanwhile, RCA and the Gramophone Co. Ltd. of England will terminate their present agreement under which Gramophone presses and releases RCA records in England, and RCA presses and releases Gramophone records in the U. S. under the "His Master's Voice" (HMV) imprint. Although the British Decca firm will continue its arrangements with London Records Inc., New York, for domestic distribution here of the British Decca recordings under the London label, it also will give RCA classical and popular recordings. Beginning this May, RCA will effect a similar agreement with Teldec Records of West Germany and Musikvertrieb of Switzerland.

TelExecutive Names Wilke

APPOINTMENT of Hubert Wilke as a sales executive of the TelExecutive Div., TelePrompTer Corp. was announced last week by Herbert W. Hobler, TelePrompTer vice president in charge of sales. Mr. Wilke formerly was general sales manager of Atlas Television Corp., New York, tv film producer, and previously had been with the production staff of *We, the People* and with Roy S. Durstine, New York, as producer-director-writer.

PROGRAM SERVICE PEOPLE

George W. Shaffer, government relations department, Western Union Telegraph Co., Washington, appointed assistant vice president.

Robert Boesl, assistant comptroller, Fletcher D. Richards, N. Y., advertising agency, to Olmsted Sound Studios, N. Y., as chief comptroller.

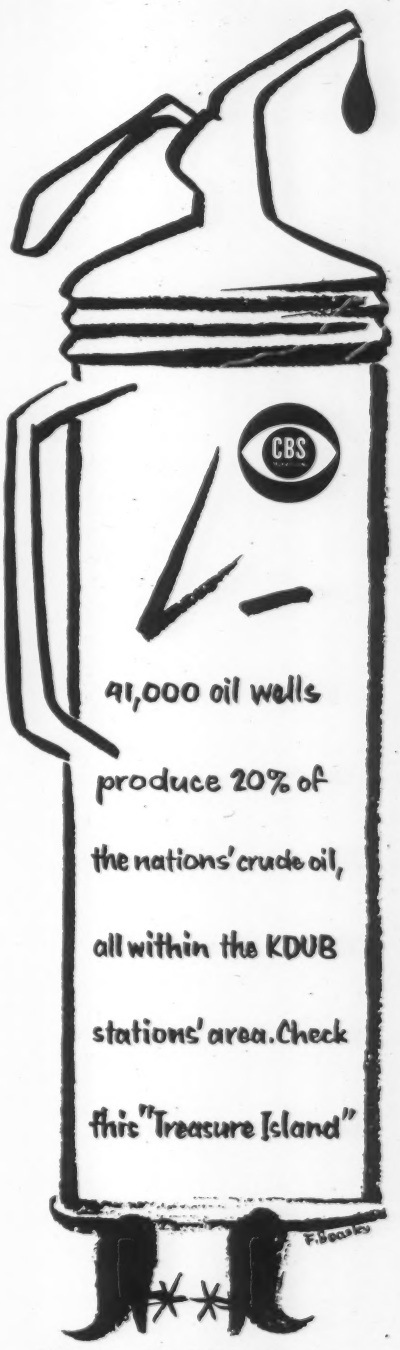
James W. Cook, vice president in charge of rates and revenues, American Telephone & Telegraph Co., appointed vice president in charge of merchandising, succeeding **Bartlett T. Miller,** retired. **E. Hornsby Wasson,** AT&T operations vice president, replaces Mr. Cook.

George Fox, president of George Fox Organization, and **Betty Turbiville,** production director, KCOP (TV) Hollywood, are packaging stock company live dramatic series for tv. Mr. Fox will produce and Miss Turbiville direct dramas planned for 60-minute segments, and series will use stock company of permanent players augmented by guest stars. Thirty-nine stories are being adapted.

Pat Hunter, consultant for daytime programming, Young & Rubicam Inc., N. Y., named vice president in charge of operations, Associated Writers & Producers Inc., N. Y., production firm. **Robert B. Schall,** former staff member, Television Bureau of Advertising, appointed production manager of AWP.

James R. Alfrey, accounting department, Capitol Records, Hollywood, named staff assistant in administrative unit of executive vice president's office.

Yasha Frank, former audio-visual consultant with William H. Weintraub & Co. (now Norman, Craig & Kummel), D'Arcy Adv., and CBS Inc., all N. Y., to Gotham Recording Corp.,



OVER 178,000 SETS!

K·DUB stations

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE-SWEETWATER, TEXAS
KDUB-AM
LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY
President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "BUZZ" Hassett

N. Y., as resident consultant on audio-visual problems in sales promotion and allied fields. **Carol Graham,** casting director and assistant radio-tv producer, Donahue & Co. Adv., N. Y., to Gotham as account executive of sales & service department.

Jack Talan, MCA Ltd., N. Y., announces formation of new tv program packaging and artist management firm, Theatrical Enterprises Inc., 65 E. 55th St., New York 22.

Virginia Gravely, staff member, Hackensack (N. J.) News Bureau and Popular Publications, N. Y., to United Press Radio staff, N. Y.

Cleo F. Craig, president, American Telephone & Telegraph Co., N. Y., elected director of U. S. Steel Corp., N. Y., succeeding Myron C. Taylor, resigned.

PROGRAM SERVICE SHORTS

United Press has opened new Tampa, Fla., bureau to service state's west coast. Bureau manager is Charles E. Noland, formerly of UP's Miami staff.

Stone Assoc., N. Y., program producer and merchandising firm, moved to 595 Madison Ave., effective March 1.

William Schuller (theatrical) **Agency,** N. Y., has opened L. A. office to handle tv commercial and radio panel show talent.

American Sound Corp., Belleville, N. J., has been established by combination of Allied Record Mfg. Co., Hollywood, Calif., and Bart Mfg. Corp., Belleville, N. J., as custom manufacturer of records and transcriptions.

RCA Thesaurus, N. Y., radio transcription library, has added to its service list: WROY Carmi, Ill; KSIB Creston, Iowa; KLTF Little Falls, Minn.; WYZE Atlanta; WRNL Richmond, Va., and KSBK, English-language station in Naha, Okinawa.

Capitol Records disc recording facilities have been moved from studios at 5515 Melrose Ave., Hollywood, to company's new studios in Capitol Tower.

Song Ad Film-Radio Productions, L. A., announces contracts with three San Joaquin Valley radio stations for musical station breaks. Clients are KLOK San Jose, KJOY (formerly KXOB) Stockton and KWIP Merced, all Calif.

Capitol Records Inc., Hollywood, reports record sales for 1955, with net sales increase of 31% and net income of 33% over 1954. Year's sales for 1956, representing high in firm's 13-year history, were $21,308,633. Common stock earnings, after charges and preferred dividends, equaled $1.92 a share, increase of 33% over 1954.

Theodore Granik, Washington producer, announces production of tv series titled *The Living Story,* featuring Charles Francis Coe, writer-raconteur of Palm Beach, Fla. Historical series will be live and filmed. Mr. Coe is lawyer and publisher of *Palm Beach Post, Times* and *Post-Times.*

United Press radio wire service to be used exclusively by WTAO Cambridge, Mass., effective April 1, according to WTAO.

Donald Blake and **William Kirkpatrick** have assumed ownership of Western Recorders, 6000 Sunset Blvd., Hollywood.

William Tell Productions, N. Y., tv packager, has signed Blackstone the Magician, to be featured in live audience-panel show, *The Magic Question.* Firm says sponsorship of program under consideration.

AFM's Civil War Continues Unabated

HOLLYWOOD Local 47 of the American Federation of Musicians still had two "official" presidents last week, one refusing to relinquish his presidential suite in the local's $1.5 million clubhouse and the other seeking by "due process" and possibly court action to take over the office, including management of the local's business and financial affairs.

The confusion was compounded as both factions in the open revolt against AFM President James Caesar Petrillo promised "new fireworks" by today (Monday) but refused to reveal what strategy they plan to clarify control of the local whose members perform on all of Hollywood's huge radio-tv and movie output. [B•T, March 12, 5.]

A special panel of the AFM International Executive Board continued in session at the Hollywood Plaza Hotel last week conducting its secret investigation of the rebellion, having failed to halt a mass membership meeting Monday midnight when a vote of 1,535 to 51 formally impeached Local 47's pro-Petrillo president, John te Groen. Mr. te Groen was sitting tight in his presidential office at Local 47 late last week refusing to relinquish it to Cecil F. Read, Local 47 vice president who has led the anti-Petrillo battle and has been named "acting president."

On Thursday Mr. Read's office told B•T that he had answered the appeal of Mr. te Groen filed with AFM Secretary Leo Cluesmann but that no word about a trial by AFM had been received. Mr. Cluesmann's notice to Mr. Read of Mr. te Groen's appeal specified last Friday as deadline for reply and notified Mr. Read to be prepared to stand trial that day if necessary. The reply was not made public.

Mr. Read has invited Mr. Petrillo to Hollywood to personally discuss the differences in dispute, but no answer has been received. The dispute centers about the AFM $14 million music performance trust fund. Hollywood musicians claim they are responsible for the largest contributions to the fund but get virtually nothing in return. The biggest sore spot is involved in release of old feature movies to television. The film owners pay extra money for tv rights to nearly every one who worked on the film but the musicians. Instead, the money is paid directly to the AFM trust fund.

AFM contends the musicians were paid for their original services when the films were made and the musician contracts did not provide for extra payment for tv use. AFM says the tv release payments to the trust fund are covered in a separate AFM agreement with the film producers. AFM holds that the trust fund money is spread throughout the country to help musicians thrown out of work by the mechanical product made by the "rich" musicians in Hollywood.

The anti-Petrillo revolt, also aroused over Mr. Petrillo's "dictatorial" powers, first erupted openly Feb. 27 when a Local 47 membership meeting by voice vote "suspended" President te Groen and named Mr. Read acting president. The meeting last Monday night was called on petition of 500 members to prefer formal charges against Mr. te Groen and cast an official secret ballot to effect his impeachment.

The weekend before the March 12 meeting, the IEB investigating panel ordered the session cancelled, sent notices to all 15,000 Local 47 members and ordered Mr. te Groen not to appear for trial. On Monday, however, the Read faction ran full-page local trade paper ads to confirm that the meeting would be held anyway and an estimated 3,000 members turned up at the Hollywood Palladium for the midnight meeting. Mr. te Groen did not attend. The meeting was chairmanned by Mr. Read.

Meanwhile, it was reported last week that another impeachment meeting is planned for March 26. This time charges are expected to be preferred against Local 47's recording secretary, Maury Paul, who has supported Mr. te Groen and Mr. Petrillo. Financial Secretary G. R. Hennon, also pro-Petrillo, is expected to be third on the impeachment list at another time, according to Local 47 observers.

No Solution Reached In SAG-AFTRA Dispute

A JURISDICTIONAL dispute between the Screen Actors Guild and the American Federation of Television & Radio Artists, as to which will have representation when electronic tape is used for most television "film" programs, appeared no closer to solution last week as SAG pressed its claims with CBS, the only network currently producing its own film programs. The other networks, and CBS in part, use outside film producers at present.

Representatives of CBS and SAG met in a three-hour session Tuesday in Hollywood to discuss the guild's charge that an agreement recently entered into between CBS and AFTRA is a "flagrant violation" of jurisdictional lines covering actors in television motion pictures [B•T, March 12]. SAG has all film jurisdiction while AFTRA has live shows and kinescopes.

Representing the network at the meeting were William C. Fitts Jr. of New York, CBS vice president in charge of labor relations, and Eugene Purver, west coast public relations representative. Presenting the guild case were Walter Pidgeon, president; Dana Andrews, vice president; John L. Dales, national executive secretary, and Kenneth Thomson and Chester L. Migden, guild executives.

No agreement was reached at the meeting and no further meetings are scheduled, but the guild warned the CBS representatives that if the network tries to produce television motion pictures on tape or with any other device, except under the SAG contract, the guild will take all steps necessary to protect its rights.

The guild pointed out to the CBS officials that in the recent so-called "clarification" of AFTRA's contract with the network, the limitation on AFTRA's jurisdiction over pre-recorded programs to those "done in the manner of a live broadcast" was removed. SAG claimed that this was an obvious attempt to give AFTRA jurisdiction over television motion pictures made by the network on tape and with other electronic devices.

The guild stressed to CBS that in its contract with the network, the jurisdictional lines of AFTRA and SAG are clearly defined and that no unilateral action by the network or AFTRA can change this contract without agreement by the guild.

Ruling on WTOP-TV Upheld

A RULING by the National Labor Relations Board that assistant directors and floor directors at WTOP-TV Washington are supervisors and not employes was upheld last week by the board, denying an appeal by WTOP-TV. Comr. Ivar Peterson dissented, commenting that floor directors sweep the floor and move props. In another ruling, the board directed that an election be held for KARK-TV Little Rock, Ark., technicians, at petition of the International Brotherhood of Electrical Workers, which now represents KARK radio technicians.

Tv Networks Report Time Gross Increase

GROSS time charges of the three current tv networks were $38,876,756 last January, or 16% above the $33,445,991 grossed by the four networks operating in January 1955, Publishers Information Bureau reported last week.

Leading network in gross billings was CBS-TV, chalking up $17,820,455 that month for a gain of 13% over its January 1955 mark. NBC-TV, with $14,674,255, was up 11%, and ABC-TV, with $6,382,046, increased its January billing by 72%.

The breakdown follows:

Network Television

	January 1956	January 1955	Percent Change
ABC	$ 6,382,046	$ 4,718,195	plus 72
CBS	17,820,455	15,831,141	plus 13
DuMont	.....	723,960	.....
NBC	14,674,255	13,172,695	plus 11
Total	$38,876,756	$33,445,991	plus 16

Effective Sept. 15, 1955, DuMont Television Network changed from a national network to a local operation.

NBC-TV's 'Medic' Cancels Caesarean Operation Show

NBC officials explained at a news conference in New York Tuesday that a *Medic* telecast showing a Caesarean operation had been cancelled last Monday because the operation sequence was deemed "too rugged for pregnant women and for children." A kinescope of an earlier *Medic* film was substituted, but NBC executives said an edited version of the cancelled film would be shown at a later date.

In reply to a question, Stockton Helffrich, NBC director of continuity acceptance, said NBC had decided to cancel the film even before receiving a letter from the Rev. Timothy J. Flynn, radio-tv director of the Archdiocese of New York, in which the position of the Catholic church against sex education on television or in other mass media was outlined. Father Flynn later told B•T the letter did not ask NBC to cancel the program, but said the church believes that sex education is the function of parents, and a tv program assuming this duty might offend the Catholic segment of the viewing audience.

Rumania Asks NBC to Cancel Show About Legation Seizure

NBC-TV Thursday was "studying" an unusual protest received from the Rumanian government requesting the network to cancel a tv drama, "Five Who Shook the Mighty," by Bernard Wolfa, which is scheduled for tomorrow (Tuesday) on the *Armstrong Circle Theatre* (9:30-10:30 p.m. EST).

An official of the Rumanian legation delivered the protest to NBC in Washington late Wednesday afternoon. The teleplay dramatizes the seizure of the Rumanian legation in Bern, Switzerland, on Feb. 15, 1955, by five Rumanian anti-communists who sought to force Rumania to release five leaders of the resistance movement. The anti-communists eventually were captured and now await trial in Switzerland. Rumania's attempts to extradite the quintet have been in vain.

Rep. Michael A. Feighan (D-Ohio) Thursday wrote NBC President Robert W. Sarnoff he was "shocked" at the Rumanian Legation's "direct interference in the internal affairs of the American people" and said he hoped NBC will "in no way yield" to such efforts to "intimidate and regulate one of our basic free enterprise activities." He read his letter on the House floor.

MORRIS PLAN Banks of California will sponsor *Masters of Melody* over a seven-station network of CBS Radio stations beginning April 1. The program, featuring Albert White and his orchestra, will be heard on KNX-AM-FM Los Angeles, KCBS-AM-FM San Francisco, KERN-AM-FM Bakersfield, KROY Sacramento, KFRE Fresno, KMBY Monterey, and KCMJ Palm Springs. At the contract signing are (l to r): seated, Jules Dundes, general manager of KCBS-AM-TV; Ralph N. Larson, president of the Morris Plan Co. of California; standing, Dick Schutte, CBS Radio Spot Sales account executive, and Houston Levers, Harrington-Richards (agency) account executive.

CBS, NBC Put Up Money For Broadway Musicals

NBC-TV negotiations involving Broadway musical type shows were reported last week as "progressing" with no "firm commitments." Among them was a plan by the network to finance a musical production of "Casey Jones" on Broadway next season for eventual use as a color tv spectacular. If decided, the backing will be similar to that of "The Great Sebastians," financed by NBC-TV in return for tv rights. Another musical, "My Fair Lady" opened on Broadway last week, financed by a reported $333,000 by CBS-TV.

Under consideration is NBC-TV financing of swimming star Esther Williams' proposed European-U. S. tour of her Aquacade which opens in London this summer. Although not firm, it was understood that a contract with Miss Williams would include rights for her appearance in one or more color spectaculars next season.

Said to be more firm is a proposed 15-minute pickup by NBC-TV's *Wide Wide World* program on April 15 of a rehearsal on Broadway of a musical, "Shangri-La," a version of the novel, "Lost Horizon." The telecast from the rehearsal hall would be on the air before the show's opening, scheduled in New Haven on April 21, and on Broadway June 6.

Listeners Who Don't Watch Swell 'Mickey Mouse' Audience

ABC-TV reported Thursday on findings of a study on the "audio audience" of its *Mickey Mouse Club* program (Mon.-Fri., 5-6 p.m. EST). The study of adults who "attentively listen to, but do not watch" the program was conducted for the network by Trendex Inc. on Feb. 27-28 in the 15 markets the firm covers. Trendex used telephone coincidental and recall survey techniques in the study.

Trendex found that during an average minute of *Mickey Mouse Club*, the number of adult women in the audience nearly doubled when "listeners" were added to "viewers"; that the total male and female audience increased by 81% with this additive, and that nearly 7 million adults are exposed to each of the program's sales messages, with 67% of these adults women. For the hour, the female audience went up 77% with the added "listeners"; total adult audience increased by more than half and over 10 million adults were exposed to the program, 73% of them women. Trendex also claimed that the "audio" rating alone was higher than the rating of any radio show and equal to 76% of the total radio activity between 5-6 p.m.

'Mickey Mouse Club' Pushes Novelty Hat to Record Sales

THE greatest volume of children's novelty hats to be sold in the past 16 years—three million in four-and-a-half months—was provided by the "Mousekeeter" hat promoted on the *Mickey Mouse Club*, on ABC-TV, according to Ben Molin, president, and Joseph Rosenbaum, executive vice president, of Benay Albee Novelty Co., makers and licensees of the "Mousekeeter Hat."

The orders are still piling up. The firm started manufacturing the hats in October and put them in the stores as recently as Nov. 1. The hats themselves are worn by the children participating in the show on ABC-TV (Mon.-Fri., 5 to 6 p.m. EST).

Another indication of the appeal the program has to children was indicated in a report that 400,000 subscription applications have been racked up for the *Mickey Mouse Club Magazine* two weeks following its issuance. The publication, which will be issued quarterly, sells for a dollar a year and contains no advertising.

ABC-TV Details Clearance Costs on New Film Series

AS PART of a presentation sent to potential advertisers and their agencies, ABC-TV last week outlined details for its new half-hour film series, *R.F.D.—U.S.A.* The series is to begin next fall in the Sunday, 4-4:30 p.m. EST period, but no starting date has been set.

ABC-TV expects to clear 131 stations for the series, which centers around people and places in rural America. For weekly sponsorship, it lists minimum cleared gross time costs at $22,500, and 52 week time expenditures at $848,276. Weekly program costs are pegged at $25,000 for each of 33 originals and $9,000 each for 19 repeats, and with total costs, commissionable, for 52 weeks of $996,000. For time and talent, total cost commissionable for 52 weeks is estimated at $1,858,876, including projection room charges of $15,600.

NBC-TV Releases Schedule Of Gridcasts for Next Fall

COLLEGE football games to be telecast nationally by NBC-TV next fall were announced jointly last Friday by Tom S. Gallery, NBC sports director, and Howard Grubbs, chairman of the television committee of the National Collegiate Athletic Assn. NBC-TV acquired national tv rights to the games for a price reported at slightly less than $1.5 million [B•T, March 12].

The schedule, which includes a two-day game set-up on Thanksgiving and seven Saturday dates, follows: Kentucky vs. Georgia Tech, Sept. 22; Texas Christian vs. Arkansas, Oct. 6; Notre Dame vs. Oklahoma, Oct. 27; Big Ten game to be selected, Nov. 10; Pennsylvania vs. Cornell and Oregon State vs. Oregon, Nov. 22; UCLA vs. Southern California, Nov. 24; Army vs. Navy, Dec. 1, and Miami vs. Pittsburgh, Dec. 8.

AB-PT Elects McConnell

H. HUGH McCONNELL, vice president, Metropolitan Life Insurance Co., last week was elected a director of American Broadcasting-Paramount Theatres Inc., filling the vacancy caused by the death last month of Walter W. Gross [AT DEADLINE, Feb. 20]. AB-PT also announced the election of Herbert B. Lazarus, general counsel, as vice president, and declared a 25 cent per share dividend on both outstanding preferred and common stock, payable April 20 to stockholders on record March 27.

Caesar Loses Nanette Fabray

THE COMEDY "team" of Sid Caesar and Nanette Fabray, stars of NBC-TV's *Caesar's Hour*, will part company after June because of contract differences. Miss Fabray said her income from the show was $3,750 a week and that the breakup was caused by her and Mr. Caesar, who also produces the show, being "apart on many phases" of a proposed new long-term contract. The announcements by Mr. Caesar and Miss Fabray in New York were accompanied by expressions of mutual admiration for each other's abilities and performances.

CHECKING the contract calling for Lanolin Plus (toilet articles) co-sponsorship of *Name That Tune* (CBS-TV, Tuesday, 7:30-8 p.m.) are Dr. Joseph Schultz, Lanolin president, and Milton H. Biow, president, The Biow Co., Lanolin's agency. Co-sponsorship begins tomorrow (Tuesday).

Richard's Fans

NBC last week estimated that between 40-50 million persons viewed NBC-TV's three-hour presentation of *Richard III* March 11 [See IN REVIEW, page 14], and claimed the audience was "the largest ever to witness a daytime television entertainment program." Thomas A. McAvity, vice president in charge of NBC-TV, predicted the audience for this program "would equal those of the top ten nighttime shows in the next national rating service."

The estimate of 40-50 million viewers for *Richard III* was calculated by the NBC Research Dept., which found the number of viewers per tv receiver "higher than in usual circumstances." It accounted for this development by pointing out that the Sunday afternoon time "made it possible for large family groups to watch because of an absence of customary weekday demands on family time and also because many schools and colleges across the country made viewing of *Richard III* a homework assignment."

'Cross' Appeals

NBC-TV claimed its "The Twisted Cross" film documentary Wednesday (9-10 p.m. EST) was seen by an estimated 34 million viewers, marking what the network said was the largest tv audience for a one-shot documentary. The program also signaled the first use of network tv programs by the sponsor, North American Philips Co., (Norelco electric shavers), New York, through C. J. LaRoche Co., New York.

NETWORK PEOPLE

Buzz Julik, producer-director, J. Walter Thompson Co., L. A., to CBS-TV there as producer-director, effective April.

Jack Bachem, former CBS Radio salesman and for last seven years with DuMont Television Network (now DuMont Broadcasting Corp.), returned to CBS as account executive in radio network sales department.

Don Shields, former CBS Radio newswriter, named assistant public relations director, National Citizens for Eisenhower, at organization's New York headquarters.

Louis Hausman, vice president of CBS, serving as head of volunteer committee of the N. Y. Chapter of American Red Cross which is soliciting funds in radio-tv field. Campaign has N. Y. goal of $6.4 million. Other chairmen are **H. Preston Peters,** president, Peters, Griffin, Woodward Inc., station representative; **John Sinn,** president of Ziv Television Programs; **Charles Collingwood,** president, N. Y. chapter of American Federation of Television and Radio Artists.

Martha Wright, CBS-TV and CBS Radio personality, appointed tv chairman for campaign for Boys Town in Italy.

Sherril Taylor, co-director of sales promotion and advertising of CBS Radio, father of girl, Sarah, March 8.

Jack Martin, CBS Radio network sales service manager, married to Patricia Chamberlin.

Norman Ober, CBS New York staff writer, father of girl, Amy Laurel.

Dobin Becomes Partner In Cohn & Marks Firm

PAUL DOBIN has been made a partner of the Washington communications law firm of Cohn & Marks, it was announced last week. Mr. Dobin joined Cohn & Marks late in 1952 after six years with the FCC.

MR. DOBIN

Mr. Dobin is a 1941 *cum laude* graduate of Harvard Law School, where he was note editor of the *Harvard Law Review*. He was graduated in 1938 from the College of the City of New York, also *cum laude*, and served in the U. S. Army's Judge Advocate General's branch during World War II.

In his FCC career, Mr. Dobin served as legal assistant to then FCC Comr. Robert F. Jones. When the Commission staff was reorganized in 1951, Mr. Dobin was named the first chief of the Broadcast Bureau's Rules & Standards Div. It was during this time that the FCC's post-freeze tv allocations plan was adopted.

Name of the firm remains unchanged. Marcus Cohn is former chief, field division, FCC Law Dept., who left for private practice in 1943. Leonard H. Marks is former assistant to the FCC General Counsel, who left to join Mr. Cohn in 1946.

Publicity Helps Ads Make Little Clients Look Big

PROPERLY coordinated publicity can "make even the best advertising campaign work harder," according to Ashley W. Burner, public relations director of Anderson & Cairns, New York.

Speaking at last week's opening session of a 10-week seminar held by the Publicity Club of New York, Mr. Burner told agency publicists that the little advertiser "who must make every dollar in his budget count" can get far more mileage out of his advertising by impressing the public with his stature in business. He said that today's agencies should make it their job "to come up with the formula that will make the client seem bigger both in terms of physical size and promotional expenditures."

In demonstrating the relation of publicity to overall marketing, Mr. Burner showed a 14-minute film illustrating how one of A&C's soft-goods clients introduced a new product in the Florida market.

'Business Week' Looks at Tv, Finds Influence Widespread

THE MARCH 10 issue of *Business Week* highlights tv with a cover picture and a 15-page inside story titled "Television: The New Cyclops." The article describes the past, present and future of the industry and states that "it's almost impossible to find substantial numbers of people [in the U. S.] who haven't been influenced to some degree [by television]."

$3.5 BILLION SEEN FOR SETS IN 1966

RETMA president predicts electronics business will more than double in 10 years. Transistors to replace electricity.

U. S. INVESTORS were urged Thursday to pay "particular interest" to a "burgeoning broadcast set industry."

The speaker was H. Leslie Hoffman, president of Radio-Electronics-Television Mfrs. Assn., at a New York Society of Security Analysts session which followed RETMA's three-day spring meeting in New York last week (see story, page 64).

Mr. Hoffman, who is president of Hoffman Electronics Corp., Los Angeles, said the broadcast set industry, which "is growing stronger by the day . . . will be worth over $3.5 billion 10 years from now." He also blamed the lagging color tv market on "lack of public exposure" rather than to high cost factors. Noting that a "radical change is in the offing," Mr. Hoffman predicted that by 1960, color tv set units will reach 4 million, and by 1966, 7.5 million. Black-and-white set sales, he said, will fall as color tv sales go up, with the set figure dropping from the current 7.5 million to 4.5 million by 1966. Mr. Hoffman said the car radio set figure will keep pace with the growth of the auto industry.

Other predictions made by Mr. Hoffman:

• An obsolescence of AC-current fed radios and tv receivers. "With the growth of the transistor era and the 10-cent replaceable battery, electricity will seem to be a luxury no one will afford."

• A steady increase in two and three tv set homes "in the same manner as was experienced with portable radios following the war," and bolstered by "the emphasis on smaller and more compact tv set packaging."

Mr. Hoffman's optimism was echoed by that of James D. McLean, vice president and general manager of Philco Corp.'s Government & Industrial Div.

Mr. McLean characterized as "a whole, tremendous, untapped reservoir" the small, fringe reception areas which, at the present time, cannot economically afford to build, maintain and sustain their own expensive tv stations. He predicted a sudden growth of "the satellite tv market" with further development of community tv antenna systems. "The magic word," he said, "is microwave relay."

Dr. W. R. G. Baker, vice president in charge of engineering, General Electric Co., pinpointed international broadcasting as a "fabulous market." Dr. Baker, describing the current study of color tv by foreign engineers (see story, below), said that "as soon as we are able to 'sell' people abroad on U. S. electronics standards generated by industry, approved by the government, instead of being both generated and approved by the government as in their case, the bigger the international market in broadcasting equipment will become."

Transistors came under further discussion. Ray C. Carlson of Tun-Sol Electric Co., Newark, N. J., said that although the development of the transistor "poses what appears to be a serious threat to receiving tube manufacturers such as we, the tube business will last to the very day the transistors take over the tubes' functions altogether. At that point, we tube people will be in the transistor business to stay."

Mr. Hoffman also said a measure of the electronics industry's growth can be seen "by the fact that today, over 75% of our employment in this industry is devoted to products unknown ten years ago." He said electronics today is a $9.75 billion industry; in 1960, it will have grown to $15 billion and by 1966, to $21 billion.

VISITING ENGINEERS ASK ABOUT CHROMACODER

GE is still working on CBS' device, they are told during quiz session of top U. S. scientists and engineers. Questions cover wide range of matters concerning color tv.

GENERAL ELECTRIC is proceeding with "intensive" work on the CBS-developed Chromacoder, a camera device which translates information from field sequential color to compatible color, a spokesman for the manufacturing firm revealed last week.

CBS, some time ago, turned over all of its research and development on the Chromacoder to GE in an agreement effected between the two. The question about the device—i.e., what has happened to it—was asked last week by the French delegation of the International Radio Consultative Committee (CCIR), which has been in the U. S. to study color tv [B•T, March 12].

The foreign group, made up of some 100 engineers representing more than 20 countries in Europe and elsewhere, asked questions of a "panel" of top U. S. electronics scientists and engineers at the United Nations Bldg., in New York. The session was part of a two-week tour and inspection of facilities in addition to discussions and demonstrations on various facets of color tv development. Last week, the delegates were invited to visit the antenna site atop the Empire State Bldg., RCA's color tv tube plant at Lancaster, Pa., Allen B. DuMont Labs in New Jersey, and the Bell Telephone Labs, also in New Jersey.

Questions were asked by delegates representing Japan, Germany, Australia, Canada, Switzerland, France, Belgium and the United Kingdom. Other countries, whose questions were not taken up during the conference, were asked to submit their queries to the panel later that afternoon in private discussions [see separate box].

French interest also centered on the cost of studio origination—in equipment and personnel—required for a color pickup of a show compared to black-and-white. According to

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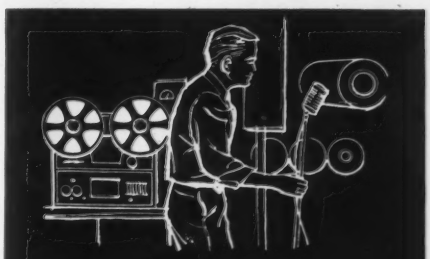
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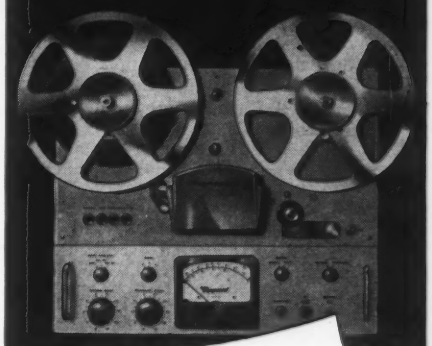
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The Curious Russians

IF RUSSIA invented color tv, the inquisitiveness of its top tv experts in the U. S. compatible system certainly doesn't reflect smugness. A record 44 questions were submitted to the chair by the nine-man Russian delegation attending an international meeting on color tv standards at the United Nations Bldg., New York, last week, as contrasted to some half-dozen questions of the United Kingdom which actually were answered during the Monday session. When time ran out, the chairman called a halt to U. S. tv panel answers and said further questions, including the 44 USSR queries, would be handled through private conversations. A B•T request for a copy of the questions was turned down by conference leaders, including the Russian delegation, because the queries were "not unusual" and "generally ran the gamut in the technical phase of color tv."

the panel, the cost generally in "studio time and employment" runs about a 2 to 1 ratio, except for the "complicated" show which requires as much as six hours to condition the studio for lighting.

Queries ranged from the number of additional tubes needed in a color set above that used in a monochrome receiver [six minimum and 15 maximum] to resolution, brightness, effect and gamma correction on color transmission luminance, chrominance signal and effects of icing and other weather conditions on the standing wave ratio. Much attention of the delegates centered on the bandwidth used in the U. S. color system—a subject of keen interest to the Europeans, who must decide what use their color systems will make of the spectrum.

Francis Colt DeWolfe, State Dept. telecommunications chief and chairman of the U. S. delegation, spoke to the group, expressing the hope that the discussions and demonstrations would move the countries forward and closer to a common standard for the interchange of color programs.

Capt. C. F. Booth, assistant engineer in chief for radio, British Post Office, who headed the UK's delegation, spoke on behalf of the CCIR and his particular group, noting that the engineers soon would be in London for color tv demonstrations there. The French delegate also welcomed delegates to a forthcoming color demonstration in Paris.

A top Russian delegate, Sergei V. Novakovsky, engineer of the Ministry of Communications, Moscow, asked for the floor. In his brief comment, made in English, Mr. Novakovsky said he hoped the work of the CCIR would lead to "wide-scale" color tv service, filling cultural requirements of peoples of the world over. He said color tv had "great possibilities" but in order to derive its greatest benefits, those engaged in its development "must work hard." Television in the USSR, he said, has "wide use," noting that there is "great interest" in the medium in that country.

RCA Ships Equipment

RCA reported shipment of a 12 kw amplifier to WTVO (TV) Rockford, Ill., on Wednesday and a 25 kw transmitter to WSPA-TV Spartanburg, S. C., on March 9.

Standard Offers New Tv Amplifier

STANDARD ELECTRONICS Corp., Newark, N. J., has announced the availability of its new 25 kw tv amplifier for channels 2 through 6. The new equipment, produced by Standard, a subsidiary of Dynamics Corp. of America, is priced at $50,000 and will be on display at the NARTB Chicago convention April 15-19 [B•T, March 12].

Among the advantages cited by Standard for its new amplifier are a lower investment cost than any available competitive make; lower floor space requirements—two cabinets occupy 23.5 sq. ft.; reduced weight—4,000 pounds or approximately 170 pounds per sq. ft.; low power consumption—63 kw at 90% power factor at black level; full-length glass doors permitting visual inspection of all tubes even while the amplifier is operating, and lower operating cost.

Tv Production Lags, Radio Up in January

PRODUCTION of radio receivers in four-week January increased over the same month last year, while tv sets showed a decline, according to figures released by RETMA.

There were 1,078,624 radio sets produced, compared to 1,786,330 during five-week December 1955 and 1,068,146 for January 1955. Tv sets manufactured in January 1956 were down to 588,347 from 604,626 in December and 654,582 in January 1955.

Motorola Sees New Models Boosting Color Set Sales

COLOR TV is "gaining acceptance gradually" and Motorola Inc. expects sales volume to mount after the introduction of new models this summer, Paul Galvin, president of the Chicago-based set manufacturing firm, asserted last week.

Mr. Galvin's comments were contained in the company's 1955 financial report, which showed an all-time sales high last year at $226,653,953, up 10% from 1954, and net earnings of $8,490,539, up 12% from 1954, for the second best year in history.

Mr. Galvin was cautious in his color predictions, but noted Motorola has been producing color sets since mid-1954. It is known that Motorola plans to bring out a 21-inch color model (with RCA tube) during the mid-1956 Home Furnishing Market in Chicago and support it with a heavy merchandising-promotion drive, with results probably reflecting around September [CLOSED CIRCUIT, Feb. 13].

Lower-Priced Color Tv Set Hinted by Folsom in Address

A RENEWED hint that RCA later this year will come out with a lower-priced color tv set was given last week in a talk by Frank M. Folsom, RCA president.

In an address before the Boston Security Analysts Society, Mr. Folsom said: "We [RCA] now have on the market the first complete line of 21-inch color receivers that range in price from $695 to $995. As demand increases production will increase and prices will decrease."

An earlier indication that RCA was aiming for a lower price tag for its color receiver product was issued more than a month ago at Bloomington, Ind., when RCA publicly revealed its color tv mass production line [B•T, Feb. 6].

Mr. Folsom predicted that RCA alone plans to produce more than 200,000 color sets in 1956 and, in a more general prediction, pegged "as a conservative estimate," the business volume of the electronics industry in 1964 at some 66% over that of today, or $18 billion.

In a review of color tv's status, Mr. Folsom said:

"While the public is becoming more color conscious, advertisers and merchandisers are also attracted by the power of color which gives added sales impact to all products from automobiles to candy bars. . . ."

Sub-Miniature Transistor Developed by Philco Corp.

PHILCO CORP.'s electronic tube and transistor division Philadelphia, last week reported a newly-developed sub-miniature junction transistor which it claims to be the smallest of its kind ever developed for use in portable radios, amplifying and military equipment. It is reportedly so small that 20 of these transistors can be placed on an ordinary 10 cent piece.

Coincident with the announcement, Philco's Government and Industrial Div. said it had manufactured a miniaturized amplifier the size of an ordinary pencil eraser, using the new transistors. The M1—as the new transistor is called—can withstand an acceleration rate of 20,000 "G's" (20,000 times the force of gravity) without change in characteristics and operates on as little as one ten-thousandth of a watt, Philco said.

Wooten Invents 'Co-Phaser' To Eliminate Interference

A "CO-PHASER," designed to reduce reception interference of tv stations operating on the same channel in different communities, has been invented by S. D. Wooten, Memphis, Tenn., pioneer broadcaster and inventor.

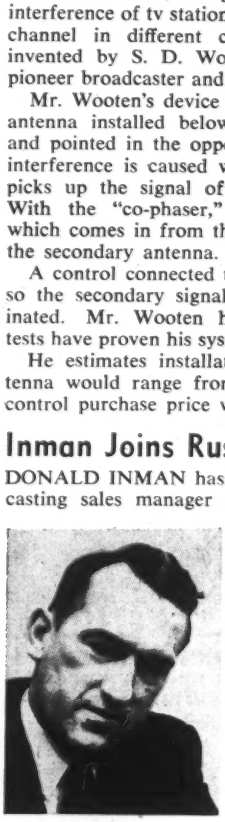
Mr. Wooten's device consists of a secondary antenna installed below the primary antenna and pointed in the opposite direction. Usually interference is caused when the main antenna picks up the signal of the unwanted station. With the "co-phaser," the unwanted beam, which comes in from the rear, is picked up by the secondary antenna.

A control connected to the tv set is adjusted so the secondary signal is flattened and eliminated. Mr. Wooten has reported that field tests have proven his system satisfactory.

He estimates installation of the second antenna would range from $15 to $20 and the control purchase price would be less than $30.

Inman Joins Rust Co.

DONALD INMAN has been appointed broadcasting sales manager of the Rust Industrial Co. (electronics manufacturer), Manchester, N. H., according to the firm's president, William F. Rust. Mr. Inman will direct sales efforts of the company's remote control systems and will work in research engineering.



MR. INMAN

A veteran of 25 years in electrical engineering, he is the coinventor of a radar training device used by the Navy in navigation training.

Visual Electronics Names Gallagher to Sales Post

IN LINE with expansion moves at Visual Electronics Corp., New York, [B•T, March 12], James B. Tharpe, president, is announcing today (Monday) the appointment of John Patrick (Pat) Gallagher as regional sales manager. Mr. Gallagher, formerly market development manager and industrial television consultant for Allen B. DuMont Labs, will undertake an initial assignment of establishing Visual Electronic's Chicago office at 5306 W. Lawrence St. Subsequently, he will manage the sales of microwave relay equipment throughout the eastern region of the country.

MR. GALLAGHER

Western Electric Buys Gear For GOP Convention Coverage

WESTERN ELECTRIC Co. has purchased 10 microwave relay systems from Raytheon Mfg. Co. for use during the Republican National Convention in August. Purchased for the Pacific Telephone & Telegraph Co., the equipment is said to be the first for commercial television to operate in the 12-13,000 mc band.

GE Ships to Two

GENERAL ELECTRIC Co. reported last week it had shipped equipment for a complete satellite television operation to WROW-TV Albany, for use at Hagaman, N. Y. The satellite will operate on ch. 29 and was reported scheduled to go on the air about April 1. Equipment shipped by GE included a 12 kw transmitter and a five-bay helical antenna.

GE also reported it had shipped complete station equipment, consisting of a 10 kw transmitter and studio equipment, to KDWI (TV) Tucson, Ariz. (ch. 9).

MANUFACTURING SHORTS

Foto-Video Laboratories Inc., Little Falls, N. J., reports shipment of color and monochrome equipment to KTNT-TV Tacoma, Wash.; WABC-TV New York; WSYR-TV Syracuse, N. Y., and KVOS-TV Bellingham, Wash. Firm also has shipped new F-101A Tv Light Box to more than 30 stations. M. K. Widdekind Co., Seattle, has been appointed Foto-Video representative in Northwest.

RCA Tube Div., Harrison, N. J., has revised 28-page standard booklet, *RCA Receiving Tubes for AM, FM and Television Broadcast.* Over 600 receiving tubes and 75 picture tubes are described in brochure. Division also has made available new 24-page catalogue, RCA Photosensitive Devices and Cathode-ray Tubes, containing technical data on more than 100 tubes.

Zenith Radio Corp., Chicago, announces creation of research lab in Redwood, Calif., to be devoted to "certain electronic developments" outside home radio-tv field, with Dr. Winfield W. Salisbury as research director.

Admiral Corp., Chicago, has declared 25-cent dividend payable March 31 to common stock shareholders of record March 15.

MANUFACTURING PEOPLE

James E. Herbert, formerly general sales manager, Motorola Inc., Chicago, to Hoffman Electronics Corp., L. A., as vice president in charge of sales. **John Chadwell,** sales manager of Hoffman Sales Div., appointed general manager of Hoffman Sales Div. of San Francisco, succeeding **John Barker,** resigned.

Robert M. Fichter, advertising manager, television-radio division, Westinghouse Electric Corp., Pittsburgh, Pa., appointed manager of firm's product development department.

MR. FICHTER

Edward J. Hart, RCA microwave field sales representative for eastern region, appointed manager of microwave equipment sales. **B. R. Dean,** formerly overseas technical representative on microwave equipment for RCA Service Co., appointed field sales representative in southwestern region.

Stanley E. Rendell promoted from chief industrial engineer to factory engineering manager, tv-radio operations division of Raytheon Mfg. Co., Chicago.

Dr. W. R. Sittner appointed associate director of research and development for semi-conductor division of Motorola Inc., Chicago. **Dr. William E. Taylor** named chief engineer of division materials research department. **Harold A. Jones,** assistant to national sales manager, Motorola communication electronics division, Chicago, promoted to national sales manager.

Maurice V. Odquist, vice president, C&C Super Corp., N. Y., to Sylvania Electric Products Inc., N. Y., as director of new product sales. **James H. Brewster III,** American Machine & Foundry Co., N. Y., to Sylvania as director of customer relations of electronic systems division. **Thomas D. Fuller,** sales service engineering dept., Sylvania Pacific Div., named assistant regional sales manager for division's electronic products. **E. M. Longmire,** formerly appliance distributor, named Sylvania district sales manager for radio and television division, with headquarters in Atlanta. **V. Hubert Campbell,** manager of design engineering and product development of Radio Tube Div., Sylvania Electric Products Inc., Emporium, Pa., promoted to assistant chief engineer of the division.

Wayne J. Berry, associated with Graybar Electric Co. since 1937, most recently as manager of Memphis branch, appointed district manager of Southeast, with headquarters in Richmond. **C. S. Powell,** Graybar Mississippi Valley district manager, named to replace Mr. Berry as manager in Memphis.

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INTERNATIONAL

CHANGE IN POLICY URGED ON CANADA'S TV OUTLETS

Broadcasters are expected to ask government to do away with one video outlet to a city in resolution "to secure private television licenses for qualified applicants in all Canadian markets."

CANADIAN BROADCASTERS are expected to urge the Canadian government to change its present policy of one television station to one city. A resolution "to secure private television licenses for qualified applicants in all Canadian markets" will be discussed at the annual meeting of the Canadian Assn. of Radio and Television Broadcasters to be held March 28 at Toronto.

Regional association meetings this past year have recommended that the CARTB urge this change in government policy, so that second and third tv stations can be opened up in any Canadian city.

The CARTB meeting will also discuss a recommendation to the government at the urging of regional meetings "for placement of the administration of all legislation affecting telecommunications under one authority separate from any body operating communications, and that provision be made for a court of appeal for the review of decisions of any such authority on questions of fact and law."

Currently the administration of such legislation is mainly in the hands of the Canadian Broadcasting Corp., which also operates stations and competes with privately-owned stations for advertising business.

Other resolutions to be discussed at the CARTB annual meeting affect copyright, rate cards and recognition of broadcasting as the electronic form of publication.

Demand for a change in government policy to allow more than one television station in one city is coming from a growing number of sources. In the Manitoba provincial legislature, on Feb. 21, Liberal member Jack St. John (Winnipeg Centre) urged the Manitoba legislature to go on record as favoring competition in television in the Greater Winnipeg area and that the Canadian government encourage establishment of tv stations in other parts of the province of Manitoba. There are now two stations in the province, CBWT (TV) Winnipeg, and CKX-TV Brandon.

Mr. St. John declared in his resolution that there has been a demand for the establishment of more than one tv station in the Winnipeg area by viewers, that a great number of people in Manitoba province only have a choice of one tv station, that Manitoba citizens should be in the same position as those of other provinces where there is a choice of stations, both Canadian and United States, and that just as there is a choice in radio stations, there should be a choice for tv station and programs.

He pointed out that he will appear in person before the Royal Commission on Broadcasting, which starts meetings on April 30, and will tell the commission "that there should be competitive television at the earliest possible moment, and that there be a separate board of regulation."

Canadian Political Telecasts Scheduled to Begin in April

MAJOR political parties in Canada will begin telecasting their views in a free 10-minute period each Friday evening beginning in April, using the facilities of the Canadian Broadcasting Corp., as well as those of private stations.

The broadcasts are to be divided among the parties on the basis of their strength in the House of Commons: the Liberal party will have four periods, the Progressive Conservatives three, the Cooperative Commonwealth Federation two, and the Social Credit party one.

Sweden Studying Plan To Expand Tv Facilities

TEN SWEDISH commercial and industrial organizations have given the Minister of Communications a proposal designed to make television accessible to four million Swedes—about half the population—within two years.

Tv in Sweden has been stalemated since November 1954, when authorities issued a report in which a plan for the building of a nationwide network was set forth. Parliament has failed to act on the 1954 report. The country's only tv is an experimental station operated by the State Radio in Stockholm.

Under the new plan the cost of setting up television would be shared equally by the state and private industry, each contributing 2.5 million crowns ($500,000). Revenue would come from two chief sources: license fees and advertising. Commercials would be limited to one-tenth of the program time and would have to be given at the beginning or end, with no "sandwiching" or mid-program spots.

The first step would be to make tv available within one year to the three largest cities—Stockholm, Goteborg and Malmo—with 2.1 million potential viewers. Proponents of the plan say the number of Swedish sets would be boosted from today's 8,000 to 220,000 within five years.

JAPANESE GOVERNMENT SEEKS RADIO-TV CONTROL

AN ATTEMPT by the Japanese government to gain increased control over the Broadcasting Corp. of Japan (NHK), against a background of political implications, was reported last week in a United Press dispatch from Tokyo. The report said the administration seeks revision of the radio broadcasting law in Japan under which the national radio and tv networks have been organized.

Direct effect of the scheme, according to the UP report, would be to give the administration direct power to appoint the policy-making committee and board chairman of NHK as well as close a tight grip on the financial operation. NHK had a complete monopoly on radio in Japan until 1951 when the first commercial radio outlets were authorized. Now a semi-government organization, NHK claims to be financed from listening fees and government loans. It has 38 radio stations, 33 relay stations and three tv outlets. The number of commercial radio stations financed by advertising "is far less," the UP reported.

The dispatch said the administration planned to remove the current NHK board chairman, Tetsuro Furugaki, whose term expires in March, permanently from office. It was noted that the board chairman's popularity has been on the wane with the conservatives ever since he resisted their pressure to dismiss Toriro Miki, who had irked the administration party with a weekly musical program satirizing political, social and other themes. This program, the dispatch said, became one of the most popular in Japan and when Miki eventually was dismissed, the act caused a storm of protest. This opposition, it was stated by critics of the proposed radio broadcast revision, stopped attempts at overhauling the law and increasing government control over NHK.

EDUCATION

Louisiana Commission Testing Teletranscription Field Unit

FIELD TESTING of a new mobile television production teletranscription unit, reportedly the first of its kind in the country, has been announced by the Louisiana Educational Television Commission.

Constructed and outfitted by the Dage Television Div. of Thompson Products Inc., projecting recommendations of the commission, the mobile unit is being made available to the LETC first in the nation for a seven-week joint project beginning today (March 19), according to E. W. Bundy, the commission's executive secretary.

The unit will travel throughout the state teletranscribing educational tv programs produced "live" at various colleges and agencies, and it will "make possible statewide distribution of a series of kinescoped educational programs . . . via commercial and non-commercial stations." The traveling studio will be completed with dual vidicon camera chain, film chain, audio, lighting, complete kinescoping equipment. A Dage engineer will accompany the unit for this field project.

Radio-Tv 'Miracle Healers' Blasted by Rabbi Rosenblum

CHARGING that "such individuals as 'miracle healer' Oral Roberts" are no more than "spiritual pitchmen . . . palming off inferior goods on the gullible masses who remain glued to their radios and tv screens," Rabbi William F. Rosenblum of New York's Temple Israel, in a sermon a week ago Saturday, supported the protest of the National Council of Churches of Christ against the purchase of broadcast time by religious groups [B•T, March 12].

Alluding to current state drives to rid the airwaves of so-called "bait advertisers," Dr.

EDUCATIONAL TV received a boost from commercial radio when WCFL Chicago donated $5,000 to WTTW (TV), that city's non-commercial outlet. Edward L. Ryerson (l), president of Chicago Educational Television Assn. (WTTW licensee), accepts the check from William A. Lee (c), president of WCFL and the Chicago Federation of Labor, which owns and operates the station, while Renslow P. Sherer, volunteer executive vice president of WTTW, looks on. WTTW conducted an all-day drive March 11 to raise money to cover operation costs through spring [B•T, March 12].

Rosenblum expressed amazement that "we permit 'spiritual pitchmen' to give their performances before audiences of millions who have no way of finding out whether or not the 'healing magic' that they see in the screen does in effect cure the victims of disease and deformity over whom these 'miracle men' pray." Thus, the Rabbi went on, the public should insist that these "tv healers" submit their proofs "to a competent commission of outstanding religious leaders as well as recognized surgeons and doctors of all faiths" in the manner of a *Good Housekeeping* or Better Business Bureau seal. "I doubt very much," Rabbi Rosenblum concluded, "whether we can trust ourselves to men who . . . through screaming petitions to God . . . histrionic antics . . . exercise ills and evils under the guidance of a tv director and in accordance with the requirements of camera technicians."

Television Seen as Answer To Current Teacher Shortage

TELEVISION can eliminate the current teacher shortage, providing not only enough teachers but better ones, according to Dr. Alvin C. Eurich, director of the Fund for the Advancement of Education, established by the Ford Foundation.

In the current issue of the *Farm Journal* magazine, Dr. Eurich says that by bringing television into classrooms, better use can be made of superior teachers: "Children everywhere can have the *top* teachers, the best minds in the nation."

In a companion article in the same issue of the periodical, Richard C. Davids, associate editor, reports the successful results of a teaching-by-television experiment conducted in the Pittsburgh, Pa., area.

WGBH-TV Gives Graduate Aid

WGBH-TV, Boston educational station, has established 10 graduate-level scholarships, valued at $1,000 each, to be used in studying communications at Boston U. The awards are open to anyone holding a bachelor's degree from any accredited college. Applications may be obtained from Prof. Leo Martin, chairman of the Div. of Communication Arts, School of Public Relations & Communications, Boston U., 84 Exeter St., Boston. Deadline for applications is May 1.

WOSU-TV Goes on Air

WOSU-TV Columbus, Ohio State U.'s ch. 34 station, went on the air Feb. 20. The station currently is on the air from 3 to 5 p.m. and from 7 to 9 p.m. Monday through Saturday.

INDUSTRIAL HEART
OF THE TRI-STATE AREA
TV's New Queen
CHANNEL 13
316,000 watts of V. H. F. power
WHTN-TV BASIC ABC
Greater Huntington Theatre Corp.
Huntington, W. Va. Huntington 3-0185

SMITH, WTIC, WICC WIN DUPONT AWARDS

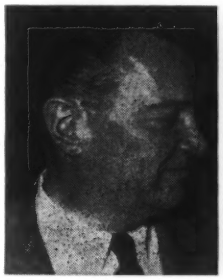
CBS European newsman and two Connecticut stations honored at presentation Friday.

HOWARD K. SMITH, chief CBS European correspondent, and two Connecticut radio stations, WTIC Hartford and WICC Bridgeport, were honored in Washington last Friday as winners of the 13th annual Alfred I. duPont Awards in Radio & Television.

MR. SMITH

Dr. Francis P. Gaines, president of Washington & Lee U. and chairman of the five-member awards committee which selected this year's winners, made the presentations at the annual awards dinner in the Mayflower Hotel. Each of the winners was presented an special plaque and $1,000 to be used in establishing scholarships or fellowships in the communications field at institutions of the winner's choice.

Mr. Smith's award hailed his "exceptional insight" into European events as it was demonstrated in commentary over CBS radio and television last year and "his ability to communicate that meaning with clarity, liveliness and warmth."



MR. MORENCY

MR. MERRYMAN

The am outlets won the station awards for "meritorious service to the American people" during 1955. WTIC is a 50,000 watt NBC affiliate. Paul Morency is its president-general manager. WICC, a Mutual affiliate, operates with 1,000 watts daytime and 500 watts at night. Phil Merryman is president-general manager.

The awards have been administered by Washington & Lee U. since 1951, with O. W. Riegel as curator. Committee members, besides Dr. Gaines, include Mrs. Jessie Ball duPont, who established the awards in 1942 in honor of her husband; Turner Catledge, managing editor of the *New York Times;* Mrs. Theodore S. Chapman, president of the General Federation of Women's Clubs, and Byron S. Price, former assistant secretary general of the United Nations.

Rettig Wins Mars Award For Second Straight Year

MARS Inc. (candy manufacturer), Chicago, through Leo Burnett Co., has announced its Fourth Annual Milky Way Gold Star Awards honoring the country's 12 outstanding juvenile performers for 1955. Presentations will be

25,000 SQUARE MILES
of heavily populated rich farmlands and industrial communities in Illinois and Iowa are covered by
WHBF am-tv
CBS FOR THE
QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
NOW 1/4 MILLION PEOPLE
WHBF AM TV
ROCK ISLAND, ILLINOIS
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Insure a steady tripod support for your newsreel camera when atop a station wagon or car platform. Heavy bronze construction. Weatherproof.
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Just Published

1956 BROADCASTING YEARBOOK MARKETBOOK

The 22nd consecutive edition of "Radio's One-Book Reference Library" has been mailed recently to subscribers. If you're not already a B•T subscriber, or if your subscription does not include the BROADCASTING Yearbook-Marketbook please check and mail this order form

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Enter my subscription to include the 1956 BROADCASTING Yearbook-Marketbook—$9.00 ☐

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Please send me ..... copies of 1956 BROADCASTING Yearbook-Marketbook @ $3.00. ☐

name _____ position/title _____

company _____

street _____

city _____ zone _____ state _____

made on CBS-TV's *Bob Crosby Show* Friday (March 23), on the basis of Mars' annual national poll of over 15,000 entertainment and press representatives.

Winner for the second straight year was Tommy Rettig, 13-year-old star of CBS-TV's *Lassie.* Runnersup were Ricky Nelson, ABC-TV's *Ozzie & Harriet,* who has won four times consecutively, and Rusty Hamer, ABC-TV's *Make Room for Daddy,* winner for the second straight year.

Other winners of 14-karat engraved gold star awards are Cathy Crosby, *Bob Crosby Show* (CBS-TV); Lee Aaker, *Adventures of Rin Tin Tin* (ABC-TV), two-time winner; Tim Hovey, "Private War of Major Benson," (Universal-International movie); Sherry Jackson, *Make Room for Daddy* (ABC-TV), two-time winner; Patty McCormack, "The Bad Seed" (theatrical version), two-time winner; Lauren Chapin and Billy Gray (two times), *Father Knows Best* (NBC-TV); Barry Gordon, *Perry Como Show* (NBC-TV), and Robin Morgan, *Mama* (CBS-TV), two-time winner.

NBC's 'Assignment: India' Wins Polk Memorial Award

NBC-TV's twice-broadcast film documentary, *Assignment: India,* was named as the winner in the television reporting category of Long Island U.'s 1955 George Polk Memorial Award, it was announced last week by Dr. Theodore E. Kruglak, head of LIU's journalism faculty.

The Polk awards—made last Thursday—were established following the 1948 murder of CBS news correspondent George Polk before the Greek-Communist civil war. Other Polk awards went to newspapers and magazines under various categories.

WBC Station Executives Win Two-Week Paris Vacations

IN RECOGNITION of their outstanding contributions to radio during 1955, four Westinghouse Broadcasting Co. station executives have been awarded two-week vacations in Paris for two as winners of the company's yearlong "R.S.V.P." contest. They are: Franklin B. Tooke, general manager of WBZ-TV Boston; Robert H. Teter, assistant to the president of WBC. Gordon Davis, general manager of KYW Cleveland, and David N. Lewis, advertising and sales promotion manager, KDKA-TV Pittsburgh.

Awards were made on the basis of achievements in 1955, when three of the winners were executives of KYW, then in Philadelphia, which was adjudged WBC's outstanding overall radio operation of the year. Mr. Tooke was general manager, Mr. Teter was sales manager and Mr. Davis was program manager. Mr. Lewis in 1955 was advertising and sales promotion manager of KDKA Pittsburgh, radio partner of KDKA-TV. Mr. Tooke has been presented with the President's Trophy, symbolic of the award to KYW.

The four individual winners have received the WBC "Award of Merit," which also was given to four runners-up: Paul E. Mills, general manager, WBZ Boston; William Williamson, sales manager of WBZ; C. Lud Richards, formerly promotion manager but now national sales representative of WBZ, and Guy Harris, program manager of WOWO Fort Wayne, Ind. The runners-up were given gold wrist watches as consolation prizes.

HEADLINERS AWARDS SCHEDULED APRIL 7

Club to present medallions to Eric Sevareid; WAVZ New Haven, Conn.; WBT Charlotte, N. C.; NBC-TV; WTVJ (TV) Miami, and WHAS-TV Louisville, Ky., for news efforts.

OUTSTANDING news achievements by radio and tv stations, networks and individuals during the calendar year 1955 will be recognized April 7 when the National Headliners Club presents silver medallions to them and to winners in other fields of news coverage at an awards luncheon in the Hotel Shelbourne, Atlantic City, N. J.

Radio awards will go to Eric Sevareid, CBS commentator, for consistently outstanding network news broadcasting as exemplified by his *The World Tonight* broadcasts; WAVZ New Haven, Conn., for outstanding public service by a radio station, with special mention of its broadcast editorials and to WBT Charlotte for consistently outstanding news reporting by a radio station as demonstrated by its *Profile* series, produced by J. B. Clark, Carolinas news editor, under WBT news editor Jack Knell.

Tv award winners are NBC-TV for outstanding tv network coverage of a news event, "Chicago Cop Killer," tv films made by William Birch and Bruce Powell, of the pursuit and capture of a murder suspect and telecast on *News Caravan* and *Today*; WTVJ (TV) Miami, Fla., for outstanding local tv coverage of a news event by its telecasting of police graft in "Bookie Payoff"; WHAS-TV Louisville, Ky., for outstanding public service by a tv station for its "Crusade for Children."

A special award was voted Charles E. Shutt, manager of the Washington bureau of Tele-News, for his exclusive interviews with Russia's past and present premiers, Malenkov and Bulganin, Communist Party Secretary Krushchev and Foreign Minister Molotov.

White Award Committee Set

A SIX-MAN committee to determine the basis for making the Radio-Television News Directors Assn.'s annual Paul White Award has been named by RTNDA President Harold Baker.

Jack Shelley, WHO Des Moines, Iowa news director and a past RTNDA president, is chairman of the committee, which also includes Edward R. Murrow and Robert Trout, CBS broadcasters; Frank McCall, NBC producer; John Daly, ABC news director, and Howard Chernoff, former manager of KFMB-AM-TV San Diego. All are former associates and close friends of the late Mr. White, pioneer CBS network news chief and, until his death last year, executive news director at KFMB.

Galvin to Be Honored

PAUL GALVIN of Motorola, a member of the Radio-Electronics-Tv Mfrs. Assn. board of directors for 22 years, president for several, and active in all areas of the association's affairs, last week was named by the RETMA board to receive its 1956 medal of honor. The award, given annually to an industry member deemed to have made the most notable contributions to the electronics industry, will be presented to Mr. Galvin on June 14 during the RETMA convention in Chicago June 12-14. The board meanwhile designated Leslie F. Muter of the Muter Co., Chicago, as chairman of the convention committee, and Max Balcom of Sylvania as chairman of the nominating committee.

TO CAST SPELL IN COLOR

WNBQ (TV) Chicago, which becomes the world's first all-color station April 15, plans to colorcast this spring's local finals of the *Chicago Daily News* spelling bee April 21 and 28. The event will mark the third consecutive year WNBQ has carried the finals. Top speller will receive a trip to Washington, D. C., to compete in the National Spelling Bee finals, a Zenith portable radio and 24-volume set of *Encyclopedia Britannica.*

RAB TELLS CONTADINA SUCCESS

A FOUR-PAGE RAB folder sent to members last week described the role of spot radio in boosting sales for Contadina tomato paste, a product of Hershel California Fruit Products Co., San Jose, Calif. The brochure shows how Brisacher, Wheeler & Staff, San Francisco, got the large cumulative audiences and on-the-spot merchandising for Contadina they wanted through spot radio.

By using adjacencies to top-rated radio programs and participations on shows of leading personalities Contadina attained "real value, both in circulation and in the use of the popularity of local personalities," the folder says.

RATING SUITABLE FOR FRAMING

PULSE survey figures looked so good to WTOP Washington one rating period recently that the promotion department graphed the WTOP showing against other stations named and printed it in two colors. The graph, titled "Quarter Hour Wins" was framed and sent to the WTOP mailing list with a covering note, "We think these facts produce a very pretty picture!"

THE WISE BUY THAT EARNS RETURNS

CREDIT TO RADIO

MILNER PRODUCTS Co. (Pine-Sol and other household cleansers), Jackson, Miss., has built up its firm in seven years to rank alongside the nation's large bleach producers. The past year the company spent $250,000, or 60% of its advertising in radio. According to Howard S. Cohoon, the firm's president, Milner "owes it all to radio."

This story [B•T, Oct. 17, 1955] and details of Pine-Sol's initial local spot radio campaigns that last year were extended to regional networks on a 52-week basis are contained in a brochure issued by Radio Advertising Bureau. Mr. Cohoon mentions that radio advertising worked so well for his firm that it planned to use the same formula to promote Perma-Starch, another product.

J. D. TIDEMAN (r), owner of Emma's Flower Shop, goes over script for the 700th broadcast with Ed Stratton, WSIX Nashville salesman.

GIMMICK GETS 'EM

"DO YOU HAVE a 1919 penny? If you do it is worth $100 at Federal Dept. Store on a new Crosley refrigerator."

Described as a "well-worn gimmick," by KHUM Eureka, Calif., Commercial Manager John Karr, this spot announcement—which he used "as a final desperate move" to sell a Eureka department store on radio—nevertheless paid off handsomely.

"After the first spot was aired, the client's phones started to ring and kept on ringing with over 150 calls," said Mr. Karr. "The foot traffic also increased at the store. Finally after a three-day period, Federal Dept. Store sold in excess of $2,000 in refrigerators—and all this from 10 spots at a package rate of $45."

A BLOOMIN' SUCCESS

A WEEKLY PROGRAM over WSIX Nashville has been a contributing factor in the growth of Emma's Flower Shop in the Tennessee city from a small downtown florist to one of the largest in the South.

The Sunday afternoon 15-minute show, *An Orchid to You,* which Emma's has sponsored on the radio station for 13½ years, salutes some individual citizen or organization for outstanding accomplishment and sends them an orchid.

In addition to this program, the flower shop currently runs spot announcements daily, a nightly 10 minute program, and spot saturations for special occasions.

LOG CHAINS, ANYONE?

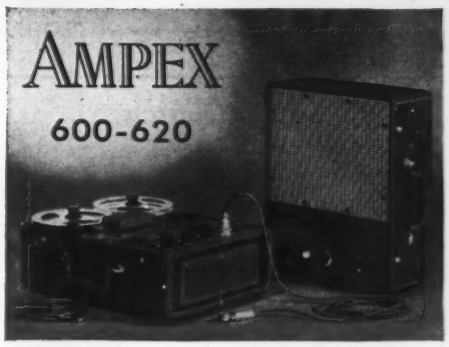
THE SALE of $1 million worth of used construction and logging equipment brought prospective buyers from far and wide when advertised on KVOS-TV Bellingham, Wash.

Industrial Supply Co. sponsored the Gator Bowl telecast on the station to advertise its sale and received responses from Seattle, Tacoma, Bremerton, Port Townsend, all in Washington, and Vancouver, B. C.

The impact of television so impressed Charles Hyde, Industrial Supply president, that he has purchased a regular schedule on KVOS-TV, according to Fred Elsethagen, the station's sales manager.

LOTS OF NYLONS

USING ONLY WOIC Columbia, S. C., the H. L. Green Co. (variety store) sold 1,614 pairs of nylon hose in three days. On all previous advertising, the store regularly used newspaper, radio, and window displays, with average sales on this type of promotion about 300 items. Twenty station-break spots were used during the three-day promotion. "You can be assured the H. L. Green Co. will call on WOIC for all future advertising," John R. Gromek, the store's manager, told WOIC Manager Russell George.



ULTRA-FIDELITY COMBINATION . . . via Graybar

The perfect companion piece for the Ampex 600 tape recorder is the matching Ampex 620 Amplifier-Speaker. The two were designed to complement each other's performance (but are available separately). Both are portable – weigh 28 and 25 pounds respectively, in Samsonite cases about the size of overnight luggage. The applications for this "walking hi-fi system" are unlimited. Both units have fidelity that equals studio console performance. Full details and a demonstration can be gotten through your nearby Graybar Broadcast Equipment Representative. A phone call is the fastest way to prompt attention.

Send us your name and address for literature shown below.

Send for these free catalogs

These booklets will answer most of the questions you have concerning the Ampex 600-620 combination. They illustrate and describe features and applications – important performance characteristics and specifications. Contact Graybar today!

615-13

EVERYTHING ELECTRICAL via Graybar TO KEEP YOU ON THE AIR . . .

Graybar Electric Company, 420 Lexington Avenue New York 17, N. Y.

OFFICES AND WAREHOUSES IN OVER 130 PRINCIPAL CITIES.

Studio Church

WHEN WOOD-TV Grand Rapids, Mich., moved into new and larger studios in January 1955, one of the first things Program Director Frank Sisson did was to begin telecasting weekly church services from the studio.

Since that time, worshippers have been coming to the station every Sunday morning at 9 o'clock to go to church on television via *WOODland Chapel*. A different Protestant minister delivers the services each Sunday, together with his

own choir and organist. Altar furniture was donated for the program by American Seating Co., a local firm.

Mr. Sisson said viewers' praise of *WOODland Chapel* has made it one of the "most integral parts of WOOD-TV's overall programming concept."

PUTS PUBLIC SPIRIT FIRST

INDEPENDENT KTVW (TV) Seattle put public spirit ahead of its own program interests the evening of President Eisenhower's tv announcement about his availability for a second term and invited viewers to tune to network-affiliated stations to see the telecast. On a station break, KTVW said: "At this time Channel 13 would like to remind you that President Dwight D. Eisenhower will be speaking to the nation via television and radio at 7 o'clock. We invite you to tune to Channel 4, 5 or 11 to hear his talk. Meantime, Channel 13 continues its regularly scheduled programs."

NBC-TV SETS THIRD OPERA

THIRD presentation in the NBC-TV *Opera Theatre's* current season will be the world-premier of Norman dello Joio's "Trial at Rouen," based on the Joan of Arc story, NBC reports. The colorcast is scheduled for April 8 (4-5:30 p.m.) and will star Elain Malbin, Hugh Thompson, Chester Watson, Paul Ukena and the Symphony of the Air (formerly NBC Symphony) under Peter Herman Adler. Other NBC operas presented this season were "Madame Butterfly" and "The Magic Flute."

OFFICIAL BOOST FOR COLOR

IT WAS OFFICIAL in Fort Worth, Tex. Color Television Week was proclaimed there by the mayor himself. WBAP-TV Fort Worth, which takes credit for Texas' first colorcasts, promoted the week with "Miss Color Tv" chosen to preside, a luncheon for officials and color set dealers, and a contest in cooperation with the NBC *Matinee Theatre* promotion. The mayor's proclamation was read on WBAP-TV's daily color show, *Texas Living*.

WLOL BUILDS 'BIG 5' SUSPENSE

WLOL Minneapolis-St. Paul has been mildly brainwashing listeners to the tune of "What's B-5?" Now, after threats to blow up the station, "B 5 and all!" and waves of calls which twice blew a switchboard fuse, WLOL has revealed that B-5 is the station's "Big Five" team of disc jockeys. The teaser campaign included mailouts with capsules promising to fill the B-5 prescription in two weeks, air skits, station breaks and ad lib promotion, all followed up two weeks later with the answer to the big question. Big Five jingles, written and recorded for WLOL by the Modernaires, are now in use by the station.

BANGHART TESTS LISTENERSHIP

SLIGHTLY miffed by low ratings on his show, as reported by various research services, Ken Banghart, WRCA New York newscaster, decided to conduct his own survey on his nightly news program (11-11:15 p.m. EST). Several weeks ago, he asked listeners to give their comments about the program, and offered to send the first 1,000 letterwriters a leather-bound pocket almanac. With that single announcement, the station reports last week, Mr. Banghart has received more than 10,000 letters.

WITH SERVES BIRTHDAY CAKE

A BIG BATCH of cakes were sent by WITH Baltimore March 1 to remind friends of the station's fifteenth birthday. Recipients were key people among local agencies and advertisers and national agency executives and time-buyers.

GE TO PLUG SET SERVICE

AS A MEANS of creating consumer demand for radio and television tubes and services, the General Electric Co. this spring is launching a five-point sales and promotional campaign, heralded as "the greatest show of worth" and tied to a circus motif. GE will utilize radio-tv spots and newspaper advertisements to convince consumers of the need for regular tune-ups; impress upon them that dealers shops are skilled service centers; make the GE picture tube line readily identifiable to the public; promote sale of replacement tubes and the availability of the GE finance plan. The circus theme will be exploited at the point-of-sale with a wide variety of banners, posters, bow-ties, badges, color books for children and envelope stuffers. Maxon Inc., N. Y., is GE's agency for the tube account.

WBKB (TV) FEEDS ANNUAL EVENT

WBKB (TV) Chicago and eight other Illinois tv stations carried final games of the Illinois High School Basketball "Sweet 16" tournament in Champaign March 17, with Illinois Bell Telephone Co. as sponsor for the fifth straight year. The contract was placed through N. W. Ayer & Son Inc. Afternoon and evening telecasts were fed by WBKB to a network comprising WCIA (TV) Champaign, WDAN-TV Danville, WTVP (TV) Decatur, WGEM-TV Quincy, WTVO (TV) Rockford, WHBF-TV Rock Island, WEEK-TV Peoria, and WICS (TV) Springfield. Jack Drees handled play-by-play.

KJAY CLAIMS SCOOP ON DEATH

KJAY Topeka, Kan., claims an all-media scoop on what it says was the biggest Topeka news story of the year, when Henry S. Blake, president of Capper Publications, (WIBW-AM-TV Topeka), was found dead March 10. (see page 82). A 10-year-old girl living across the street from Bob Rohrs, owner of KJAY, found the body and gave a telephone eye witness account over KJAY. Mr. Blake died, presumably of a heart attack, while burning brush on property he owned.

TED KLUSZEWSKI, Cincinnati Reds' first baseman and homerun king, has been signed by the Bavarian Brewing Co., Covington, Ky., to act as host on the *Promise Playhouse* show, telecast five times a week over WKRC-TV Cincinnati, Ohio. Discussing details of the show before the baseball star left for training camp are (l to r) Warren Thomas, commercial announcer, Mr. Kluszewski, and Daryl Parks, who will substitute for the sports star during the baseball season.

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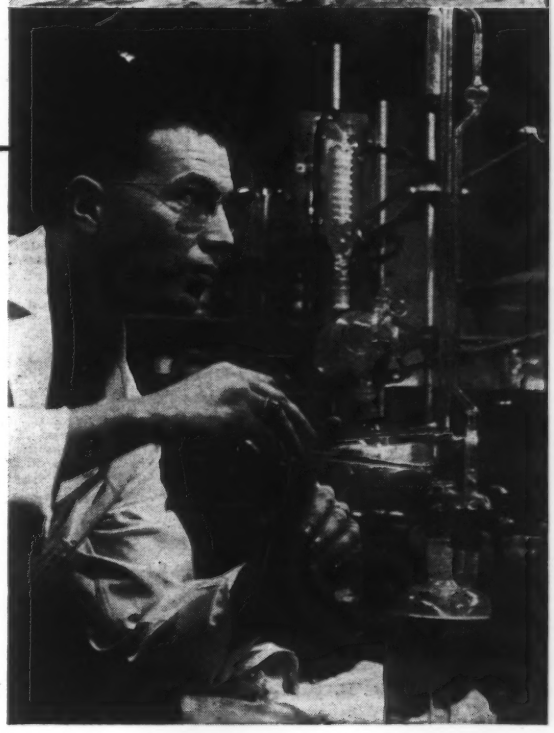

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We Americans spend about 106 times as much backing horses as we do in backing cancer control through our gifts. This in a country which loses a quarter-million people to cancer every year!

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For further information, consult the American Cancer Society Unit in your community or write to:

American Cancer Society

RADIO AND TELEVISION SECTION
521 West 57th Street, New York 19, N. Y.

NBC TO USHER IN PASSOVER

UNITED Jewish Appeal, in cooperation with NBC Radio, this Thursday will air a special dramatic program in observance of the Passover season. Broadcast, scheduled from 9:05-9:30 p.m. EST, is titled *Season of Freedom* and is being written by Ira Marion and produced by Himan Brown. UJA will use program to assist its 18th annual nationwide fund-raising campaign to aid immigration to and development in Israel.

FIRESTONE TAKES DOUBLE TIME

SPECIAL full-hour program, titled "Springtime, U.S.A." will be presented on *The Voice of Firestone* today (Monday) over ABC-TV and ABC Radio (8:30-9:30 p.m. EST). Usually a half-hour show, the expanded *Firestone* program will be a cavalcade of American history in music and song, featuring such artists as Helen Hayes, Rise Stevens, Patrice Munsel, Brian Sullivan, Ray Middleton and Paul Whiteman, with Howard Barlow conducting the Firestone orchestra and chorus.

KCOR-TV PROVES AD RESULTS

VIEWERS of KCOR-TV San Antonio's *Stars of Tomorrow* amateur hour program spent over $68,800 in product purchases in order to vote their favorite Spanish stars into the winner's spotlight. The program, sponsored by Pioneer Flour Mills and Hoffman-Hayman (H&H) coffee through San Antonio's Thomas F. Conroy agency, asked its audience to submit two votes for each purchase of a pound sack of flour and 20 votes for each pound of coffee bought. Total number of votes reported was 2,163,701—311,176 for H&H coffee and 1,852,525 for the flour. In redeeemable coupons, these votes represented $68,800.02. Cost to the sponsors, the station said, was $2,453.59 for the entire 13-week series.

WBZ GREETS DUBLIN MARCH 17

WBZ-WBZA Boston-Springfield, Mass., went all the way to Dublin for a St. Patrick's Day promotion. The stations took a five column, 10 inch advertisement in the *Dublin Irish Indepedent* for a St. Patrick's Day "greeting to all of the boys at home." The ad featured Marie Kelly, selected Apple Queen for the station's New England apple feud promotion last fall. St. Patrick's programming on WBZ included a program created in Ireland by Radio Erin, station breaks recorded by all the Irish secretaries at WBZ and Irish music the entire day. The promotion was heralded beforehand with a mailing of Irish pennies.

Station Authorizations, Applications

(As Compiled by B • T)

March 8 through March 14

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts. mc—megacycles. D—Day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary Through Mar. 14

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,831	2,828	216	376	159
Fm	539	529	50	22	1

FCC Commercial Station Authorizations As of February 29, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,832	521	159
Cps on air	9	18	326
Cps not on air	123	13	106
Total on air	2,841	539	485
Total authorized	2,964	552	591
Applications in hearing	150	1	159
New station requests	247	4	22
New station bids in hearing	100	0	106
Facilities change requests	148	6	31
Total applications pending	819	48	281
Licenses deleted in Feb.	1	1	0
Cps deleted in Feb.	1	1	3

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through March 14

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	348	96	444
Noncom. Educ. on air	14	5	19

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	308	307	615[1]
Noncom. Educational	20	17	37[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	972	337	764	545	1,310[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,033	337	798	572	1,370[5]

[1] 166 cps (32 vhf, 134 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Owensboro, Ky.—Aircast Inc., granted uhf ch. 14 (470-476 mc); ERP 20.9 kw vis., 11.2 kw aur.; ant. height above average terrain 280 ft., above ground 303 ft. Estimated construction cost $77,450, first year operating cost $84,000, revenue $96,000. Post office address 3015 Radiance Rd., Louisville, Ky. Studio and trans. location 214 Frederica St., Owensboro. Geographic coordinates 37° 46′ 27″ N. Lat., 87° 06′ 49″ W. Long. Trans. and ant. RCA. Consulting engineer Fred O. Grimwood & Co., St. Louis. Principals include Pres. **Stephen P. Bellinger** (30%), 25% owner of **WVMC Mt. Carmel, Ill.**, 22.5% owner of **WIZZ Streator, Ill.**, and 25% owner of **WINL-FM Lebanon, Ind.**; Vice Pres. **Ben H. Townsend** (20%), 18.7% owner of WVMC, 6.2% owner of WINL-FM and 6% owner of WIZZ; Secy. **Joel W. Townsend** (20%), 18.7% owner of WVMC, 6.2% owner of WINL-FM and 6% owner of WIZZ, and Treas. **Morris E. Kemper** (30%), 37.5% owner of WVMC, 12.5% owner of WINL-FM and 11.5% owner of WIZZ. Granted March 14.

Agana, Guam—By report and order, Commission amended its tv table of assignments to include Territory of Guam by assigning chs. 8 and 10 to Agana, Guam, effective immediately. Radio Guam, licensee of **KUAM Agana,** had petitioned for assignment of ch. 8 to that city. Announced March 8.

APPLICATIONS

Agana, Guam—Radio Guam, vhf ch. 8 (180-186 mc); ERP 1 kw vis., 500 w aur.; ant. height above average terrain 136.5 ft., above ground 302 ft. Estimated construction cost $71,048, first year operating cost $75,000, revenue $75,000. Post office address 141 El Camino, Beverly Hills, Calif. Studio and trans. location Agana. Geographic coordinates 13° 26′ 53″ N. Lat., 144° 25′ 21.6″ W. Long. Trans. Gates, ant. Prodelin. Legal counsel Krieger & Jorgensen, Washington, D. C. Consulting engineer Jay E. Tapp, Long Beach, Calif. Applicant is owner of **KUAM Agana.** Filed March 12.

Ponce, Puerto Rico—Dept. of Education of P.R., vhf ch. 7 (174-180 mc); ERP 2.88 kw vis., 1.44 kw aur.; ant. height above average terrain 2,560 ft., above ground 137 ft. Estimated construction cost $300,000, first year operating cost $80,000, revenue none. Post office address Hato Rey (San Juan), P. R. Studio location Anon, P. R. Trans. location Ponce. Geographic coordinates 18° 09′ 25″ N. Lat., 66° 33′ 44″ W. Long. Trans. and ant. RCA. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Station is to be used for non-commercial educational purposes by applicant which is owner of **WIPR-AM-TV San Juan.** Filed March 8.

Existing Tv Stations . . .

ACTIONS BY FCC

KSHO-TV Las Vegas, Nev.—Granted mod. of cp to change ERP to 436 w vis., 218 w aur., and make equip. changes. Ant. height 139.6 ft. above average terrain. Action of March 9.

WFMZ-TV Allentown, Pa.—FCC denied petition for pay-tv at **WFMZ-TV Allentown** because of pending rule-making on pay-tv question. Action March 8.

APPLICATIONS

WESH-TV Daytona Beach, Fla.—Seeks mod. of cp to change ERP to 5 kw vis., 2.5 kw aur. and make equipment changes. Ant. height above average terrain: 317 ft. Filed March 8.

WTTG (TV) Washington, D. C.—Seeks cp to change ERP to 50 kw vis., 25 kw aur., and make ant. and equipment changes. Ant. height above average terrain: 559 ft. Filed March 12.

AMENDMENT

KSHO-TV Las Vegas, Nev.—Files amendment

NEGOTIATOR FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

ALLEN KANDER
And Company

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU 7-4242
111 West Monroe St. • Chicago 3, Illinois RA 6-3688

to change ERP to 430 w vis., 215 w aur. and make equipment changes. Amended March 12.

New Am Stations . . .

ACTIONS BY FCC

Salt Lake City, Utah—Dale R. Curtis granted 1470 kc, 1 kw D. Post office address 2260 Highland Dr., Salt Lake City. Estimated construction cost $18,000, first year operating cost $39,750, revenue $51,000. Mr. Curtis is general manager-treasurer of coal company and holds half interests in four other Salt Lake City firms. Granted March 8.

Tooele City, Utah—Tooele County Radio & Television Bcstg. Inc. granted 900 kc, 1 kw D. Post office address 115 N. Main St., Tooele. Estimated construction cost $28,000, first year operating cost $30,000, revenue $30,000. Principals include Pres. **Chester L. Price** (30%), theatre owner-manager; Secy.-Treas. **Hildred R. Price** (20%), housewife, and Vice Pres **S. L. Gillette** (30%), theatre owner. Granted March 8.

APPLICATIONS

Phoenix, Ariz.—David M. Segal, 790 kc, 500 w D. Post office address P. O. Box 98, Aurora-Denver 8, Colo. Estimated construction cost $16,400, first year operating cost $36,000, revenue $48,000. Mr. Segal controls **KOSI Aurora, Colo., KLFE Ottumwa, Iowa, WGVM Texarkana, Tex.,** is selling **KUDL Kansas City, Mo.,** and is applying for new am in Boulder, Colo. (see below). Filed March 12.

Ridgecrest, Calif. — Ridgecrest - China Lake Broadcasters, 990 kc, 1 kw D. Post office address 4488 S. W. Council Crest Dr., Portland, Ore. Estimated construction cost $17,246, first year operating cost $36,000, revenue $43,000. Applicant is wholly-owned by **Harold C. Singleton,** 52% owner **KTEL Walla Walla, Wash.;** 9.9% of **KGAL Lebanon, Ore.;** 100% **KRTV Hillsboro, Ore.;** 14% of **KITI Chehalis, Wash.,** and holds cp for new am to operate in **Coos Bay, Ore.** Filed March 12.

Boulder, Colo.—David M. Segal, 1540 kc, 500 w D. Post office address P. O. Box 98, Aurora-Denver 8, Colo. Estimated construction cost $16,000, first year operating cost $36,000, revenue $48,000. See Phoenix, Ariz., application above. Filed March 13.

Shelbyville, Ind.—Shelbyville Broadcasters, 600 kc, 500 w D. Post office address 3509 Guilford, Indianapolis, Ind. Estimated construction cost $39,232, first year operating cost $40,000, revenue $85,000. Principals are equal partners **David F. Milligan,** general manager of **WWTV (TV) Cadillac, Mich.,** and general manager of Mid-West Tv Corp., holder of initial decision for ch. 13 in Indianapolis, and **Alex W. Monahan,** program director of WWTV (TV). Filed March 12.

Bay City, Mich.—Water Wonderland Bcstg. Co., 1250 kc, 1 kw D. Post office address 215 Shearer Bldg., Bay City. Estimated construction cost $15,345, first year operating cost $34,320, revenue $45,000. Principals include Pres. **Patrick J. Trahan** (5.88%), grocery, real estate interests; Vice Pres. **S. Franklin Horowitz** (19.61%), physician; Secy. **Ralph J. Isackson** (3.92%), attorney, and Treas. **Reed T. Draper** (7.84%), auto dealer, finance company and real estate interests. Filed March 13.

Ortonville, Minn.—Tri-State Bcstg. Co., 1350 kc, 1 kw D. Post office address P. O. Box 727, Ortonville. Estimated construction cost $12,711, first year operating cost $50,000, revenue $63,000. Principals are equal owners Pres.-Treas. **James D. Kaercher,** former newsman **WCCO Minneapolis, Minn.,** and presently asst. editor-advertising manager of weekly *Ortonville Independent* and *Graceville* (Minn.) *Enterprise* Vice Pres. **Donald P. Egert,** employe **KVSD Vermillion, S. D.;** Secy. **Warren McCormick,** employe **KWAT Watertown, S. D.,** and **Richard S. Schultz,** engineer KWAT. Filed March 12.

Franklin, Va.—News Pub. Co., 1220 kc, 250 w D. Post office address P. O. Box 478, Franklin. Estimated construction cost $11,698, first year operating cost $25,000, revenue $30,000. Principals include Pres.-Treas. **F. Clyde Tuttle** (99.334%), majority owner of weekly *Tidewater News.* Filed March 8.

APPLICATION RESUBMITTED

Clinton, Iowa—Mississippi Valley Bcstg. Co. application for new am to operate on 1390 kc, 1 kw D resubmitted. Resubmitted March 13.

APPLICATIONS AMENDED

Pitman-Glassboro, N. J.—Delsea Broadcasters application for cp for new am to operate on 690 kc, 250 w D amended to change trans. and studio location to Garden St. and N. West St., Vineland, N. J.; make changes in DA system and change station location to Vineland. Amended March 12.

Ridgewood, N. J.—Stern Bcstg. Co. application for cp to operate on 540 kc, 1 kw D amended to make changes in DA system and make equipment changes. Amended March 12.

Babylon, N. Y.—Babylon-Bay Shore Bcstg. Corp. application for cp to operate on 1440 kc, 500 w D amended to change ant.-trans. and studio locations to Farmingdale Rd., Babylon. Amended March 13.

Port Lavaca, Tex.—Uvalde Broadcasters application for cp to operate on 1560 kc, 500 w D amended to change to 1570 kc. Amended March 13.

Existing Am Stations . . .

ACTIONS BY FCC

WATM Atmore, Ala.—Granted change from 1580 kc, 250 w D to 1590 kc, 1 kw D. Action March 8.

KTKT Tucson, Ariz.—Granted change from 1490 kc, 250 w unl. to 990 kc, 10 kw D. Action March 8.

KSTN Stockton, Calif.—Granted change on 1420 kc from 1 kw unl. to 5 kw D, 1 kw N. Action March 8.

KPST Preston, Idaho—Granted change from unl. to Specified Hours, operating on 1340 kc, 250 w; will operate from 7 a.m. until 6 p.m. each day except Sun. and from 8 a.m. until 5 p.m. Sun. Action March 8.

WMPA Aberdeen, Miss.—Granted change from unl. to Specified Hours, operating on 1240 kc, 250 w; will operate from 6 a.m. to 6 p.m. daily, Sun. included. Action March 8.

WMIS Natchez, Miss.—Application for cp to change ant.-trans. location from Hwy. 61 (north) Natchez to Shady Lane (just off Hwy. 61 south), Natchez, and make changes in ant. (increase height) dismissed at request of applicant. Action March 12.

WBAW Barnwell, S. C.—Granted increase of power on 740 kc D from 250 w to 500 w. Action March 8.

APPLICATIONS

KAMD Camden, Ark.—Seeks mod. of cp to change trans. location to U. S. Rte. 79, about .25 miles northeast of city limits, Camden. Filed March 13.

KHIL Fort Lupton, Colo.—Seeks mod. of cp (which authorized new am station) to change ant.-trans. and studio location to 3.85 miles south of center of Fort Lupton. Filed March 12.

WGGG Gainesville, Fla.—Seeks cp to make ant. system changes. Filed March 13.

WTHI Terre Haute, Ind.—Seeks cp to change from DA-2 to DA-1. Filed March 12.

WDYK Cumberland, Md.—Seeks cp to change ant.-trans. and studio locations to Williams Rd., Cumberland. Filed March 12.

WGRD Grand Rapids, Mich.—Seeks mod. of license to change hours from D to Specified Hours. Filed March 12.

WBBR Brooklyn, N. Y.—Seeks mod. of license to change name of licensee to Watchtower Bible & Tract Society of New York Inc. Filed March 13.

APPLICATION RESUBMITTED

WGMA Hollywood, Fla.—Resubmits application seeking cp to increase power from 500 w D to 1 kw D. Resubmitted March 12.

APPLICATION AMENDED

KGMS Sacramento, Calif.—Application for cp to change hours from D to unl., using power of 1 kw D and 500 w N, change from DA-D to DA-2, change trans. location and change studio location to 12th and L Sts., Sacramento, amended to increase N power to 1 kw. Amended March 13.

New Fm Stations . . .

ACTION BY FCC

Seneca, S. C.—Blue Ridge Bcstg. Co. granted 98.1 mc, 9.2 kw unl. Post office address Box 443, Seneca. Not new construction; first year operating cost $6,000, revenue $6,000. Blue Ridge is licensee of **WSNW Seneca** and **WBAW Barnwell,** both S. C. Granted March 8.

APPLICATION

Binghamton, N. Y.—Triangle Publications Inc., 98.1 mc, 4.7 kw. Post office address 400 N. Broad St., Philadelphia. Estimated construction cost $8,525, first year operating cost $3,600, revenue none. Applicant is owner of **WFIL-AM-TV Philadelphia, WLBR-TV Lebanon, WFBG-AM-TV Altoona,** all Pa., and **WNBF-AM-TV Binghamton.** Filed March 12.

Existing Fm Stations . . .

ACTION BY FCC

WMBR-FM Jacksonville, Fla.—Granted cp to change ERP to 50 kw, ant. height to 850 ft., and change trans. location and ant. system. Announced March 12.

APPLICATION

KMFM (FM) Mountain Park, N. M.—Seeks cp to change ERP to 2.29 kw and make ant. system changes. Ant. height above average terrain: 228 ft. Filed March 12.

Ownership Changes . . .

ACTION BY FCC

KONI Phoenix, Ariz.—Application for assignment of license to **Anjo Broadcasters & Telecasters Inc.** returned to applicant. Filed on wrong form. Action March 12.

APPLICATIONS

KCNA Tucson, Ariz.—Seeks transfer of control to **George W.** and **Harry B. Chambers** for $35,574. Transferor, **Erskine Caldwell,** will retain 700 of then 5,825 outstanding shares. Filed March 12.

KWKW-AM-FM Pasadena, Calif.—Seek assignment of licenses to Southern California Bcstg. Co. Corporate change only; no change in control. Filed March 8.

WESH-TV Daytona Beach, Fla.—Seeks transfer of control to **WCOA Inc.** for $5,000 plus loan of $150,000. Applicant is licensee of **WCOA Pensacola** and is affiliated through ownership with **WTMC Ocala, WDLP-AM-FM Panama City,** and **WJHP-AM-FM-TV Jacksonville.** Principals own string of daily and weekly Florida newspapers. Filed March 8.

WKDL Clarksdale, Miss.—Seeks assignment of license to Coahoma Bcstg. Co. for $4,000 plus assumption of liabilities (balance sheet indicated $3,366 in current liabilities). Principals are **Anne P. McLendon** (60%), wife of **John M. McLendon,** 50% owner of **WOKJ Jackson** and 50% of **WNLA Indianola,** both Miss., and **W. L. Kent** (40%), 50% owner WOKJ and WNLA. Filed March 12.

WXRA Kenmore, N. Y.-WXRC (FM) Buffalo, N. Y.—Seek assignment of licenses to Western New York Bcstg. Co. for $24,500. **Thaddeus Podbielniak,** presently 50% owner, will become sole owner. Filed March 12.

KBWL Blackwell, Okla.—Seeks transfer of control to Vice Pres. **E. N. Haynes** (60.52%). Mr. Haynes was already minority stockholder. Cost of additional (controlling) shares was not indicated in application. Filed March 12.

KOTV (TV) Tulsa, Okla.—Seeks transfer of control to **John H. Whitney.** Mr. Whitney will control 56.5% instead of 44% as at present. No change in corporate control. Filed March 8.

KRUL Corvallis, Ore.—Seeks transfer of control to **John G. Severton** for $14,155. Mr. Severton, among interests, is electrical appliance wholesaler. Filed March 12.

WHJB Greensburg, Pa.—Seeks assignment of license to **WJHB Inc.** No change in control; corporate change only. Filed March 8.

WKBJ Milan, Tenn.—Seeks assignment of license to West Tennessee Bcstg. Co. for $7,000. Present stockholders **H. E. Williams** (33.3%) and **Herbert J. Kropf** (33.3%) are retiring from station management and selling stock to remaining five stockholders who will each retain 20% interest. Filed March 8.

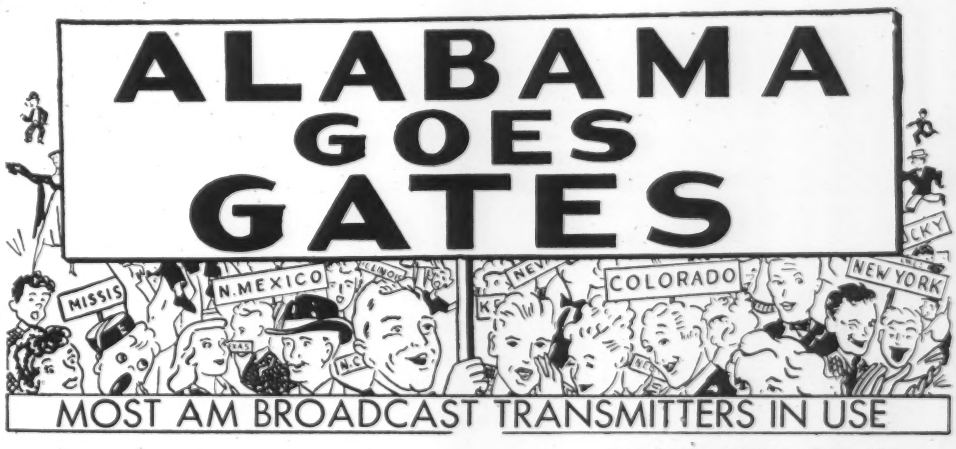
KBEN Carrizo Springs, Tex.—Seeks assignment of license to Radio Station KBEN for $16,000. Principals are partners **Walter H. Herbort Jr.,** manager of KBEN, and **Roy W. Herbort,** engineer-announcer of **KDLK Del Rio, Tex.** Filed March 12.

KCMC-AM-FM-TV Texarkana, Tex.—Seeks transfer of negative control to **Camden News Pub. Co.** Corporate change only; no change in control. Filed March 12.

KRGV-TV Weslaco, Tex.—Seeks transfer of negative control to **LBJ Co.** for $5,000 plus loan of $140,000. Loan of $103,000 to **KRGV Weslaco** is also called for with LBJ Co. to hold option for 50% of outstanding stock. **KRGV-TV** owes transferor **O. L. Taylor,** who will maintain 50% control, $90,000. LBJ Co. is owner of **KTBC-AM-TV Austin, Tex.,** and 29% owner of **KWTX-AM-TV Waco, Tex.** Filed March 13.

APPLICATION AMENDED

KURA Moab, Utah—Application for assignment



of cp to **Moab Bcstg. & Television Corp.** amended to make changes in corporate structure. Amended March 13.

Hearing Cases . . .

INITIAL DECISION

Portland, Ore.—Hearing Examiner Basil P. Cooper issued initial decision looking toward grant of application of Robert E. Bollinger for new am to operate on 1290 kc, 1 kw D in Portland, Ore., and denial of applications of Mercury Bcstg. Co., to change trans. and studio locations of **KLIQ Portland** (on 1290 kc, 1 kw D), install new trans. and change ant. system, and for renewal of license of KLIQ. Action March 12.

FINAL DECISION

WTBF Troy, Ala.—FCC made effective immediately initial decision and granted application of Troy Bcstg. Co. to change facilities of **WTBF Troy** from 1490 kc, 250 w unl. to 970 kc, 5 kw D, 500 w N. Action March 14.

OTHER ACTIONS

Sec. 1.370—FCC made procedural changes to incorporate present sec. 1.370 of its broadcast application rules, with minor mod., in those sections dealing with processing of am (sec. 1.373) and tv (sec. 1.378) applications, and to add new rule (sec. 1.379) on processing fm and non-commercial educational fm applications which also includes 30-day waiting period. Amendments are effective March 16. Announced March 8.

Fort Smith, Ark.—FCC ordered oral argument on March 20 on petition filed by Citizens Group for Two Television Stations in Fort Smith, to determine if record should be reopened in proceeding on applications of American Television Co. to assign cp for **KNAC-TV Fort Smith, Ark.**, (ch. 5), to Southwestern Pub. Co. and for extension of time to complete construction of KNAC-TV. (Oct. 3, 1955, Hearing Examiner Basil P. Cooper issued initial decision looking toward grant of these applications). Action March 14.

KPIX (TV) San Francisco—FCC terminated, effective immediately, proceeding which instituted inquiry to ascertain whether any rules or regulations or provisions of Communications Act have been violated in connection with tampering with and damage to equipment of **KPIX (TV) San Francisco** which prevented its broadcasting Dec. 14, 1954. As a result of inquiry suspension proceedings have been instituted against Roald W. Didriksen, Carlton P. Schwarz and Anthony Severdia. Action March 8.

WAVZ New Haven, Conn.—FCC denied petition by Key Bcstg. System Inc. for reconsideration of FCC's decision of Nov. 3, 1955, granting application of **WAVZ New Haven** to change from 1260 kc, 1 kw D to 1300 kc, 1 kw unl. with waiver of sec. 3.28 (c), and denying application of Key for new am to operate on 1300 kc, 1 kw D in Bay Shore, N. Y. Action March 14.

Cheboygan, Mich.—FCC announced memorandum opinion and order of March 7 which granted petition by Midwestern Bcstg. Co. to enlarge issues in proceeding on its application and that of Straits Bcstg. Co. for new tv station to operate on ch. 4 in Cheboygan to permit determination of comparative coverage of two proposals. Announced March 9.

WJRT (TV) Flint, Mich.—FCC announced its memorandum opinion and order of March 7 which (1) granted joint petition by **WWTV (TV) Cadillac, Mich.**, and **WTOM-TV Lansing, Mich.**, insofar as it requests mod. of issues to permit showing as to consequences to WTOM-TV re grant of application for mod. of cp to WJRT (TV) Flint and denied joint petition in all other respects; (2) denied petition for repudiation or clarification and petition in support thereof and joint petition for remand, reopening of record and further relief, filed by WWTV (TV) and **WKXN-TV Saginaw, Mich.**, and dismissed as moot petition of WKXN-TV for review of examiner's ruling, and (3) on Commission's own motion, ordered proceeding remanded to examiner and record reopened for limited purpose of permitting introduction of evidence relative to WTOM-TV. Announced March 9.

WSPA-TV Spartanburg, S. C.—FCC announced decision of March 7 affirming Commission action of April 30, 1954, which granted application for mod. of cp of **WSPA-TV Spartanburg** to change trans. site to Paris Mt. with ERP of 200 kw vis., 120 kw aur., ant. 1,182 ft., change main studio location within Spartanburg, and make equipment changes; terminated April 1, 1955, action which postponed effective date of said grant pending hearing and made April 30, 1954, grant effective immediately. Action March 9.

WSPA-TV Spartanburg, S. C.—Commission announced memorandum opinion and order of March 7 which (1) dismissed as moot, petition by **WAIM-TV Anderson, S. C.**, and **WGVL (TV) Greenville, S. C.**, insofar as it requests stay of above-mentioned proceeding on application of WSPA-TV, pending disposition of petition for reconsideration of Nov. 10 action denying deintermixture petitions, and (2) denied petition insofar as it requests stay pending determination of general tv rule-making proceeding. Announced March 9.

Seattle, Wash.—FCC ordered proceedings on applications of Queen City Bcstg. Co., KXA Inc., and Puget Sound Bcstg. Co., for new tv to operate on ch. 7 in Seattle remanded to examiner and record reopened for limited purpose of taking additional evidence relative to policies of *Seattle Record* while it was edited and coowned by Saul Haas, pres. and controlling stockholder of Queen City Bcstg. Co. (April 15, 1955, Hearing Examiner Thomas H. Donahue issued initial decision looking toward grant of application of Queen City and denial of KXA and Puget Sound applications). Action March 14.

Madison, Wis.—FCC granted request of Badger Television Co. to dismiss its petitions for reopening of record and for reconsideration, rehearing, etc., of FCC decision of Dec. 12, 1955, granting application of Radio Wisconsin Inc. for new tv to operate on ch. 3 in Madison and denying Badger's competing application. Action March 14.

Caguas, Puerto Rico.—American Colonial Bcstg. Corp. files requests to withdraw petition for removal from hearing docket and grant application. Filed March 12.

Caguas, Puerto Rico—Supreme Bcstg. Co. petitions FCC for withdrawal of application. Filed March 12.

Ponce, Puerto Rico—American Colonial Bcstg. Corp. is being advised that application for new tv to operate on ch. 9 indicates necessity of hearing. Action March 14.

Routine Roundup . . .

March 8 Applications

ACCEPTED FOR FILING

Remote Control

WMFJ Daytona Beach, Fla.; WIRC Hickory, N. C.

SCA

WRRC (FM) Cherry Valley Twnshp., N. Y.; WRRD (FM) DeRuyter Village, N. Y.; WRRL (FM) Wethersfield Twnshp., N. Y.; WRRE (FM) S. Bristol Twnshp., N. Y.

Renewal of License

KGNO Dodge City, Kan.; KFH-FM Wichita, Kan.; KWGS (FM) Tulsa, Okla.

March 9 Decisions

ACTIONS ON MOTIONS

By Comr. Rosel H. Hyde

Broadcast Bureau—Granted petition for extension of time to March 9 to file response to motion to enlarge issues filed Feb. 23, by Southern Indiana Broadcasters Inc., Newburgh, Ind., re its am application and that of Lawrenceville Bcstg. Co., Lawrenceville, Ill. Action March 6.

Jefferson Amusement Co., Port Arthur, Tex.—Dismissed as moot petition for waiver of Commission rules to permit filing by petitioner of opposition to petition filed Feb. 14, by Port Arthur College, Port Arthur, to amend its tv application (ch. 4), and pleading entitled "Reply and Opposition to Port Arthur College Motion to Strike" attached thereto. Action March 6.

By Hearing Examiner Jay A. Kyle

KFNF Shenandoah, Iowa—Ordered prehearing conference March 30, re application of **KFNF Shenandoah** for cp to change ant.-trans. location and increase ant. height. Action March 7.

By Hearing Examiner Herbert Sharfman

Grand Prairie Bcstg. Co., Grand Prairie, Tex.—By memorandum opinion and order of hearing, denied petition for leave to amend its am application so as to bring programming data up to date, and proposed amendment tendered therewith (on Feb. 23) is rejected. Action March 7.

By Hearing Examiner Annie Neal Huntting

Lawrenceville, Ill.-Newburgh, Ind.—Issued first statement concerning prehearing conferences and order re am applications of Southern Indiana Broadcasters Inc., Newburgh, and Lawrenceville Bcstg. Co., Lawrenceville, indicating agreements reached among parties which shall govern course of proceeding to extent indicated; hearing is continued from April 12 to April 30, and second prehearing conference is scheduled for April 20. Action March. 5.

By Comr. Rosel H. Hyde

Broadcast Bureau—Granted petition for extension of time to March 12 to file appeal from ruling made by hearing examiner on March 5 re am applications of Courier-Times Inc., New Castle, Ind., and **WSLM Salem, Ind.**, with regard to separation of issues. Action March 8.

March 12 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of March 9

WTVN (TV) Columbus, Ohio—Granted license covering mounting tv ant. on top of northwest tower (increase height).

WOC-TV Davenport, Iowa—Granted license for changes in facilities, change in description of trans. location (not a move); ERP: vis. 100 kw, aur. 60.3 kw.

KGLO-TV Mason City, Iowa—Granted license for tv station; ERP: vis. 100 kw, aur. 50 kw.

KLTV (TV) Tyler, Tex.—Granted license for tv station.

WOI-TV Ames, Iowa—Granted license covering changes in facilities.

WBAL-TV Baltimore, Md.—Granted license covering changes in facilities.

KCRB Chanute, Kan.—Granted permission to sign-off at 6:30 p.m. CST for period April 1 to Oct. 1.

KPLK Dallas, Ore.—Granted permission to sign-off at 6 p.m. each evening through Sept.

WTOB-TV Winston Salem, N. C.—Granted cp to replace expired cp which authorized new commercial tv station (ch. 26).

Following were granted extensions of completion dates as shown: **WFRM-FM Coudersport, Pa.**, to 7-1-56; **KETA (TV) Oklahoma City, Okla.**, to 9-18-56.

Following stations were granted authority to operate trans. by remote control: **WIRC Hickory, N. C.; WMFJ Daytona Beach, Fla.; WLOI La-Porte, Ind.; KGBX Springfield, Mo.**, while using non-DA.

Action of March 8

KSIB Creston, Iowa—Granted permission to sign-off at 6 p.m., CST, during March through Sept.

Actions of March 7

WWJ-TV Detroit, Mich.—Granted license covering changes in facilities and change studio location.

Following were granted extensions of completion dates as shown: **KVVG (TV) Tulare, Calif.**, to 9-1-56; **KQED (TV) Berkeley, Calif.**, to 9-22-56; **WIPR-TV San Juan, P. R.**, to 10-2-56.

Actions of March 6

Following stations were granted authority to operate trans. by remote control: **WHBC Canton, Ohio**, while using non-DA; **WHBC-FM Canton, Ohio.**

Actions of March 5

WWPC (FM) Chambersburg, Pa.—Granted license for fm station.

KCLS Flagstaff, Ariz.—Granted license covering change of frequency, changes in ant. system, change in hours of operation and installation of DA-N.

Following were granted extensions of completion dates as shown: **WTVI (TV) Fort Pierce,**

(Continues on page 110)

Radio Station and Newspaper

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RADIO

Help Wanted

Managerial

Manager-salesman, independent daytime to be on air within thirty days at Muleshoe, Texas. Contact David W. Ratliff, Stamford, Texas.

Salesmen

Qualified Salesman, small market daytimer, right man can become manager. Box 702F, B•T.

Experienced air salesman—news director. Virginia kilowatt independent. Box 726F, B•T.

Experienced salesman for Mutual station in New Mexico. Attractive financial arrangements. Box 829F, B•T.

Here's a chance for a salesman to join a 5 kw fulltime network affiliate with best local signal in a Pennsylvania city within first 80 markets. Want a man with experience in daytimer or independent or general hard selling background. Guaranteed base. Job available approximately May 1. Well known management. All replies confidential. Box 841F, B•T.

Immediate opening experienced radio salesman. Five kilowatt, San Joaquin Valley independent. $400.00 draw against commission. Experience, references, and photo first letter. KCHJ, P.O. Box 262, Delano, California.

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RADIO

Help Wanted—(Cont'd)

Salesmen

Aggressive, imaginative man with proven sales record to sell New England network of fm stations broadcasting classical music 18 hours daily. Good salary plus commission. Rare opportunity for man of high calibre. Tell all first letter. General Broadcasting Corp., Box 374, Providence, R. I.

Are you an executive type salesman with an eye to a manager's job. We have five stations and are currently applying for our sixth. We need capable salesmen who want to join a growing organization that rewards able men through advancement. Currently we have openings in Houston, Baton Rouge, and our newest property in Memphis. Our stations are all programmed to reach the negro market and have high earning potentials for the right men. You will be supported by a good selling story, have promotion, good ratings and realistic rates. We'll give you an excellent basic draw, commission, auto expense allowance and year-end bonus. Write giving full details, past earnings and photo. The OK Group. 505 Baronne Street, New Orleans, Louisiana.

Announcers

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

Fulltime North Carolina regional needs combination 1st class engineer-announcer. Write Box 686F, B•T, giving experience and stations where employed.

Announcer with selling experience, or who wants to break into sales. Salary negotiated. South-south central location. Box 701F, B•T.

Announcer-engineer, salary $400.00 a month. Virginia kilowatt independent. Box 725F, B•T.

Announcer-operator board, some experience in play-by-play for permanent position in progressive 1000 watt, clear channel station in midwest. Extra benefits available. State salary, availability in application . . . reply Box 769F, B•T.

Midwest daytimer needs announcer with first phone. $100.00. Permanent. Send tape and detailed letter. Box 770F, B•T.

Above average announcer-DJ. Operate board. Send tape, photo, references, etc. Box 777F, B•T.

Experienced announcer to take over morning show, in radio. Also one good television announcer. Both positions open April 1 in this combined vhf-radio operation. Send tape, photo, resume, preferences. All tapes returned. Box 790F, B•T.

Opportunity for a rock 'n roll stylist, combination sales. First class ticket preferred. Daytime indie, beautiful physical plant. Congeniality the keynote here, in progressive Florida station. Established audience. Must have top references for a top situation. Brief resume first to Box 812F, B•T.

Aggressive, stable salesman for southeast coastal negro market station; low frequency, top personalities, top ratings. Very competitive market but this long-established station sells with superior ratings and coverage. 20% against $100 draw for right man. Box 821F, B•T.

Mutual station, Washington State, needs combo man who can call J. C. and high school sports. Send resume, tape, letter to Box 831F, B•T.

5000 watt network station in largest city in the mid-South wants a professional announcer capable of handling news and "straight" record show. We want a man with a good voice but, more important, he must be capable of using his voice in a friendly, intelligent fashion. Will pay up to $100 base, after that it is up to the man so far as talent is concerned. Send photo, complete background and tape. Box 833F, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Needed experienced announcer, forty-two hour week. Hospitalization. New plant. Station established 1938. Five kw network. Write WFNC, Fayetteville, North Carolina, give experience, salary required. Interview arranged later.

Announcer—1st phone combo man. Permanent position. WJIV, Savannah, Georgia.

Morning man. Rural station near Washington, D. C. Send tape, photo, resume. WKIK, Leonardtown, Maryland.

WLBE, Leesburg and Eustis, Florida, needs good announcer, 1st phone. Good working conditions in growing market, 40½ hours per week.

Progressive, independent operation needs top personality DJ. Send tape and all details and requirements to Larry Monroe, Program Director, WNOE, New Orleans, La.

Two top-voice announcers to key regional network programming morning and afternoon from 5000 watt non-directional established rural-urban operation. Must be capable of maintaining established pace and original programming concepts. WTVB, Coldwater, Michigan.

Technical

Engineer needed immediately. Experience desired, but not essential. Salary open. Box 672F, B•T.

Chief engineer in Iowa city, 20,000 pop. Announcing desirable. Board work approximately half of schedule. Good salary. Box 773F, B•T.

Chief engineer wanted, announcing ability necessary, good salary, send references in first letter. Box 785F, B•T.

Combo-first phone for 1000 watter. Divide board work with chief engineer. Day work only. Fast growing station. Excellent opportunity . . . write Box 794F, B•T.

Wanted immediately, engineer-announcer for 500 watt station. WALM, Albion, Michigan.

Engineer-announcer. Must be capable of all-around good job. Excellent pay and working conditions. Send tape and data. WBAW, Barnwell, S. C.

Exceptional individual with first phone who will exchange immediate security for chance to be important part in developing fm good music station with coverage exceeding ½ million fm homes. $90.00 weekly now—share of progress later. WFMZ, Allentown, Pa.

Engineer-announcer for 5000 watt independent. Send tape and resume. WJAM, Marion, Alabama.

Wanted: Radio engineer; first class radio telephone license; strong on maintenance. No operating tricks. Apply Chief Engineer, Radio Station WRIV, 29 East Main Street, Riverhead, Long Island, N. Y.

Help wanted—Combination anonuncer-engineer. First phone, Handle hillbilly. WTRB, Ripley, Tennessee.

Need radio and tv engineers during vacation, April through October. Cameramen, audio, video and transmitter operators. Also men experienced in radio studio/field work. Prefer men with first class license. Excellent opportunity to gain experience in network operation. Apply NBC, Washington, D. C.

Programming-Production, Others

Copywriter. Must have experience. Write, sell copy. Box 742F, B•T.

Announcer: Good voice. Know music, do news, no rock and roll. Send your complete background to Box 743F, B•T.

Girl experienced, to handle traffic and copy in progressive radio operation. Nice Georgia market. Send resume, photo, samples, references. Box 789F, B•T.

Ralio-tv newsman. Cover beat, write and present news, assist news director. Detail news experience in full resume with references. Send photo and tape. No beginners. Northern New England location. Write Box 834F, B•T.

Immediate opening for experienced traffic director. Please airmail all details and photo to Sales Manager, KOA-Radio, Denver, Colorado.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Combination farm director sports play-by-play. Big Seven basketball and football network. Must have stable background, college degree, maturity, experience. Prefer person from midwest with rural background. Position offers opportunity, security, month's vacation, federal appointment, $5,000-$6,000 annual salary. Send air-check, pictures, recommendations in first letter or contact in person Ken Thomas, Director, KSAC, Kansas State College, Manhattan, Kansas.

Program director—chief announcer, progressive station in small fast-growing market. Good salary plus talents. Car necessary. Send tape, photo, resume and references. KSCB, Liberal, Kansas.

Situations Wanted

Managerial

Thirty years old, ten years experience programming and sales. Seek job as manager in deep south, preferably Florida. Excellent references. Box 298F, B•T.

Broadcaster wishes general management small market station or PD major market. Idea man. Nine years' experience sales, production, announcing. Available now. Box 750F, B•T.

Manager now available. Twenty-one years experience. Sales directional ability. Box 774F, B•T.

Twenty years radio and television management, general operations and sales. Prefer general management, but consider attractive sales or program proposal. Box 811F, B•T.

Manager or commercial manager for small station. Announce if necessary. First phone. Experienced. South only considered. Box 816F, B•T.

Young executive, 33, desires managerial post midwest. Married, children. 9 years radio. May I hear from you. Box 828F, B•T.

Salesmen

Salesman-announcer. Industrious, reliable. Married. Excellent references. Box 784F, B•T.

Program director with sales appeal 10 years programming; 5 years radio sales. Married, 33, top references. Box 813F, B•T.

Announcers

Here's the right negro girl for radio and tv!!! Experienced. Single. Will travel. Box 555F, B•T.

Announcer, 3 years experience, DJ, versatile, ambitious, married, available. Box 687F, B•T.

Seeking summer replacement job, good announcer, 4 years experience. Box 688F, B•T.

Announcer, thoroughly experienced radio-tv, desires permanency Eastern metropolitan market. Box 700F, B•T.

Six years experience—announcer-salesman. All phases air work. Married, 29 years old. Presently employed. Prefer East. Box 716F, B•T.

Announcer, play-by-play, staff, married, presently working southeast. Desires good baseball town anywhere. Strong news, commercials, DJ, tape, resume. Box 721F, B•T.

Experienced announcer. Versatile affable married veteran. Desires permanancy, larger setup. Extremely dependable. Top voice. Box 755F, B•T.

Recent broadcasting school graduate. Married, veteran. Good DJ, news, sports, board, tape. Prefer midwestern states. Speak Polish, German fluently. Box 759F, B•T.

Top deejay, morning man—employed, family, seeks to relocate. Only major markets need apply. Box 760F, B•T.

Experienced announcer wants permanent job in large southern city with tv opportunity. Box 762F, B•T.

Employed announcer, desires position in progressive market, eventually working into programming. Two and half years experience. Veteran. Box 764F, B•T.

Experienced combo announcer, single, draft exempt, presently employed, excellent recommendations. Prefer midwest. Box 766F, B•T.

Sportscaster. Nine years radio play-by-play. Major sports. Big 10. Three years tv sports. Excellent references. Sincere, conscientious. Desire southwest, far west. Will accept others. Box 767F, B•T.

Inexperienced announcers (3) desire permanent positions in radio, tv, in Florida. Will send tape and picture upon request. Box 776F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer, six years same operation. Thorough knowledge programming, production, desires permanent relocation northeast or east coast. Authoritative news, relaxed, informal DJ, sincere commercials. Box 778F, B•T.

Experienced sportscaster, employed, desires baseball play-by-play for 1956. Box 779F, B•T.

Experienced sportscaster—newsman, now working, wants year around sports opportunity. Box 780F, B•T.

Are you looking for a DJ!! Salary secondary to opportunity. 21, single, experienced, radio school graduate. Presently employed 1000 watt independent. Prefer East or West Coast. Permanent position. Immediate availability, will travel. Air tape, resume, photo. Box 781F, B•T.

Announcer: Experienced am, on-camera tv in major market. Desire permanent position in good am-tv network station. Box 786F, B•T.

Hurry, hurry, hurry, step right up—announcer, DJ; available immediately. Experienced, Professional. Strong on music, news, commercials. Best references. Box 788F, B•T.

Young man, 29, single, college grad, desires beginning position in radio. Have air experience, prefer midwest, but have space suit, will travel. Write Box 792F, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 805F, B•T.

Staff announcer. Excellent news, commercials, good DJ. Strong potential. Experience light. Single, veteran, travel, tape. Box 806F, B•T.

Cameraman-floorman. 3 years experience, married. All studio operations. Immediately available. Excellent references. Box 807F, B•T.

Six months experience. Authoritative voice. Ambitious. Seek permanent position with future. 70 min. Box 808F, B•T.

Staff announcer. Excellent news, commercials, good DJ. Experience light, married, dependable. Travel, tape. Box 809F, B•T.

Platter spinner, sportscaster, newsman, veteran, single. Tape on request. Box 817F, B•T.

Announcer, negro, "real cool" disc jockey. Some experience. Tape available. Box 818F, B•T.

Negro disc jockey experienced rhythm-blues, popular records. College and radio school. Will travel. Box 819F, B•T.

Announcer, versatile personality DJ, play-by-play sports, news, etc. 5 years experience. $100 minimum. Box 820F, B•T.

Thoroughly trained, single, veteran, desires first announcing position. Sincerely believe I will become a first class announcer and good all-around man in the near future. Box 823F, B•T.

Announcer-sportscaster, disc jockey. Resonant voice. Sales personality. SRT graduate. Tape available. Will travel. Box 825F, B•T.

Married radio-television announcer, producer. Five years experience, warm friendly style. Extensive live camera; news, commercial. 300,000 market experience. Prefer western states. Reply to: Bill Arthur, 5044 Enfield Avenue, Encino, California.

Staff announcer: Broadcasting school graduate. Strong on narrations, news. Joe Basic, 2607 N. Lamon Avenue, Chicago 39, Illinois. Berkshire 7-9289.

Announcer, young, single, vet, versatile, good DJ, news, commercials, working at 250 watt station in West Virginia, combo man—3rd class license. Thoroughly experienced on board. Ready for bigger things. Prefer northeastern location. Contact Jack Davis, Box 296, Ronceverte, West Virginia, or phone before 2 p.m. ROnceverte 649W.

Available immediately: Young announcer, single, operate board. Tape, resume. Tom Decillis, 1100 Lowden Ave., Union, New Jersey. Elizabeth 3-0468.

Young, pleasant voiced announcer. 2 years experience. Charlie Doll, 907 Clinton, Hoboken, N. J. HO 4-9976.

Two experienced young announcers available for summer. Personality DJ, news, sports. Operate own boards. Tape, resume. Dick Morgan, Paul Dunn, WPRB-WPRB-FM, Princeton, N. J.

Newscaster, announcer, boardman. College degree. Start $55. Vertner, 737 11th Street, N. W., Washington, D. C.

Experienced announcer, newscaster, copywriter, promotion director. $80-$100. Tape, copy resume, photo on request. New York—New England location preferred. Radio, 3114 Edgehill Road, Cleveland Heights 18, Ohio. FA 1-6562.

RADIO

Situations Wanted—(Cont'd)

Technical

Chief engineer, 7 years tv maintenance and operations, 14 years am, desires permanent connection as chief or responsible position with established or financially stable station. Top references. Prefer south or west but consider all commensurate offers. Box 729F, B•T.

Tape is my specialty. Studio and field recording and editing. Third phone. Experienced. Reply Box 751F, B•T.

Extensive am engineering experience, first phone. Presently employed. Married. Desire permanent position in radio or tv. Resume on request. Box 814F, B•T.

Technician or combo—seeks permanent position. Graduate American TV laboratories, Los Angeles, California. First phone—married, veteran, sober, dependable. Tape-photo-resume. Box 822F, B•T.

Programming-Production, Others

Radio-tv newsman, young intelligent, no egghead. Presently news editor Pacific Coast 5 kw with highest-rated news shows, and commentator's ghostwriter. 9 years reporting, 2½ years radio. Air-time. Tv training. Journalism degree. Travelled. Desire work at aggresive West am and/or tv. Box 752F, B•T.

(Continued on next page)

3 TOP-NOTCH SALESMEN WANTED

We have immediate openings for 3 hard-hitting aggressive salesmen. These three stations are heavily promoted, and your earnings are limited only by your own efforts. We want men who are going places—and we'll help you get there! There's a great future awaiting you at—

WITH
Radio, Baltimore

WLEE
Radio, Richmond

WXEX
TV, Richmond
Petersburg and
Central Virginia

Tell your whole story
in a letter to:

Les Alexander
WITH
7 E. Lexington St.
Baltimore, Maryland

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Production manager-director—experienced in all phases of local production and programming—superior references including present employer—seeking a permanent position in healthy or promising market. Full particulars on request. Box 757F, B•T.

Mr. manager! Are you interested in a good, experienced copywriter? Nice voice and board experience. Presently employed with leading Virginia station. Box 765F, B•T.

Program director or announcer. 8 years experience. Specialities: Morning show, interviews, community events. College. Box 795F, B•T.

Canadian newscaster, 27, 7 years radio experience —5 in 5 kilowatter. Can use recorder and typewriter. Box 824F, B•T.

Hardworking newsman — program director—morning man looking for "live" station. Now program director at kilowatt. 7 years from the bottom up. Dependable, adaptable, married, veteran. No southern. Box 830F, B•T.

TELEVISION

Help Wanted

Managerial

Manager wanted for top rated CBS affiliate in rapidly expanding Louisiana market, preferably a manager-investor. Background and experience in both management and sales a must. Send complete resume, references, recent photograph, expected earnings. Replies held strictly confidential. Box 727F, B•T.

Salesman

Michigan low channel vhf with major network affiliation in one of state's largest markets requires salesman experienced in television. Excellent insurance benefits, earnings and pleasant surroundings. Send information plus picture to Box 682F, B•T.

TELEVISION

Help Wanted—(Cont'd)

Salesmen

Vhf maximum power low channel NBC station needs ambitious sales man with good record. Midwest city 100,000 population, market 200,000 sets. Send picture, complete information. Box 832F, B•T.

Top-notch tv maintenance or transmitter engineer for Chicago area. State full particulars first letter. Salary commensurate with ability and experience. Box 763F, B•T.

Technical

Iowa radio and tv station will have opening soon for a man with a 1st phone and some experience. Write Box 771F, B•T.

Urgently needed—studio engineer, experienced in maintenance—first class license. Also transmitter engineer. You'll enjoy living in colorful Colorado and working with a fine group at a station that's building for the future. Contact Les Dunn, KTVR Denver.

Programming-Production, Others

Prominent tv film production firm looking for top tv program ideas. Will develop and promote. Write Box 671F, B•T.

Promotion-advertising manager. Michigan vhf. Major market and network affiliations. Good salary to right man. Some art work ability helpful. Send complete resume with some samples of work. Must send photo or snapshot. Reply to Box 681F, B•T.

Additional continuity writer for large network affiliate in eastern market. Experienced, creative, commercial. Box 839F, B•T.

Experienced news photographer for large network affiliate. Strong on local sound and silent. Some newswriting experience helpful. Box 840F, B•T.

TELEVISION

Situations Wanted

Managerial

Sales manager—thoroughly experienced in all phases of television sales. Currently employed by top N. Y. station representative as tv account executive. Experience also includes five years media supervision with major New York advertising agencies. Excellent references. Under 30, married. Box 810F, B•T.

Announcers

Experienced radio announcer. Exceptional tv potential. Desires start toward permanent position. Versatile, dependable, married. Box 754F, B•T.

Sportscaster. Nine years radio play-by-play. Major sports. Big 10. Three years tv sports. Excellent references. Sincere, conscientious. Desire southwest, far west. Will accept others. Box 768F, B•T.

Announcer, commercial delivery that sells. Authoritative newscasts. Experienced MC, entertainer. Six years radio, some tv. Age 28, family. Box 787F, B•T.

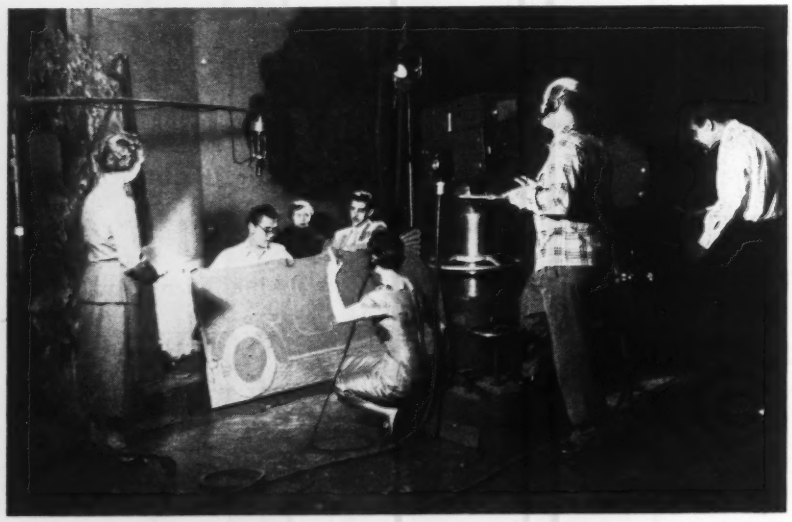
Experienced radio - tv announcer interested in major market tv opportunity. Have handled all phases tv operation. First phone. Lloyd Shaffer, 923½ North Gardner Street, Hollywood 16, California. HOllywood 4-4731.

Technical

Please. High quality man available at low cost. Want opportunity in tv. Chief engineer, 8 years experience am. First phone, radar, ham. Any offer gratefully considered. Box 801F, B•T.

Extensive am engineering experience, first phone. Presently employed. Married. Desire permanent position in radio or tv. Resume on request. Box 814F, B•T.

THESE TV PRODUCTION-EXPERIENCED PEOPLE EAGERLY ADAPTABLE TO YOUR OPERATION



People like these have just completed their training in Television Production with Northwest, which included extensive work in one of our commercially equipped studios under the direction of experienced TV personnel.

These people—with TV studio training and production experience—are now available in YOUR area. Though well-versed in TV know-how, you will find them highly adaptable to your station's way of doing things.

Call Northwest FIRST!

Call, wire or write John Birrel, Employment Counselor, for immediate details.

If you would like to receive our national publication, TELEVIEWS, let us know and we will be happy to send it to you at no cost or obligation.

NORTHWEST RADIO & TELEVISION

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS . . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Experienced producer-director-technical director, medium market, offers right combination to make your program department click. Write Box 694F, B•T.

Off-Broadway actor-director seeks tv opportunity. Age 34, university graduate, veteran. Family man. Available immediately. Prefer North or South Carolina. Tape, resume and photo on request. Box 753F, B•T.

Floor or unit manager television network or agency N. Y. C. Complete music, art, dramatic background. Experience announcing, directing, production in radio. Box 775F, B•T.

Seek position as photographer, still or 16mm; or camera and floor-man. Have six years experience in photography. Will furnish very good references. Box 783F, B•T.

Want's my line? Alert executive secretary; top-notch skills; tv, agency, diversified experience; interested in being indispensable to overburdened executive. Box 800F, B•T.

Producer, director, announcer—experienced, good idea man. Complete radio background. Knows what to do—how to do it. For complete information, write me at Box 835F, B•T.

Acting opportunity wanted. Several years experience, radio and television. Single, male, 30, college degree. Amateur dramatic experience. Desire spot with production company, professional theatre group, etc. Outlet for talent with opportunity for improvement most important. Would not place this ad without confidence in ability and personality. Box 836F, B•T.

Experienced versatile broadcaster, former radio-television news director and announcer-MC, presently public relations manager medium sized industry, desires return to broadcast field. Single, 30, degree and best references. Active personality showman with executive experience and spark that sells. Your inquiry is appreciated. Box 837F, B•T.

FOR SALE

Stations

$10,000 cash, balance to suit, buys fine little community station; billing down now, can be built back quickly; fine opportunity for owner-manager. James T. Jackson, KVLH, Pauls Valley, Oklahoma.

Metropolitan market with oil, chemical, industrial backbone. Station has substantial record of gross income. Other interests reason for selling. Cash in six figures required. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Florida gold coast station priced with $60,000 total. Terms. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Special listing. A superior single-station market. Complete combo operation. All modern. Real estate included. Located healthful Rocky Mountain area. Active payroll city. State your finances and affiliation. Ralph Erwin, Broker, 1443, South Trenton, Tulsa.

New offering. Single-station market. Western location. $37,500 with down payment $19,750. Details to qualified buyers only. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Have medium market independent am station within 170 miles of New York City. Price $70,000. No terms. Grossing $1,200 to $1,500 per week. For details call or wire John Hanly, 1739 Connecticut Avenue, N.W., Washington, D.C. Decatur 2-8000.

We offer good radio and tv buys throughout the United States. Ask for our free bulletin. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Eastern buyers should contact me for good sound buys in radio and tv stations. John Hanly, 1739 Connecticut, N. W., Washington, D. C.

Equipment

Western Electric 5000 watt am transmitter. Good condition. Box 628F, B•T.

Model 52-CS Gates studioette console in excellent condition; Webster ekotape recorder Model 105-1; Gates Dynamote remote amplifier with three low inpendence input channels; two RCA 88 microphones. Also record collection of 2600 selections including current pops, hillbilly and old favorites, completely cataloged and in storage rack. Make offer of any or all. Box 756F, B•T.

FOR SALE

Equipment

Johnson Viking amateur transmitter and desk. Hardly used. Sell, trade for broadcast gear, stock. Box 761F, B•T.

Transmission line, communication products, 3⅛ inch, 51.5 ohm line cat #101-506, nitrogen pressurized and in service, available approximately April 1, 1956. F.O.B. Cincinnati. 50—20 foot sections and assorted elbows and fittings and shorter lengths. Box 772F, B•T.

For sale: 1 RCA 7000 megacycle color corrected relay system, $5,000.00 2 RCA TP16B and projectors, $1,000.00 each. Box 796F, B•T.

Opportunity for your to modernize your present turntables. Three brand new Gray playback arms, slightly used, Model 106-SP. Ready for whatever cartridge (standard or microgroove) you wish to use. Will sell any or all. Contact R. A. Pugsley, KFOR, Lincoln, Nebraska.

For sale: One amplicorp Magnemite portable tape recorder, battery powered, spring driven. Complete with carrying case and microphone; like new and in good working order. Sold to the highest offer. Write Bud Pentz, General Manager, KWBE, Beatrice, Nebraska.

For sale: GE BT-1-B-1 250 watt fm transmitter. GE modulation-frequency monitor. GE BY-4-A-4-Bay antenna side mounted. 400 ft. ⅞" co-ax cable. All in good condition and now in operation on 106.3. Sell to high bidder as a package. L. M. Neale, WALD, Walterboro, S. C.

1—200' Wincharger guyed tower, heavy duty for television. 1—GE camera chain—new—never used —complete 520' Teflon 3⅛" coax cable and accessories. WDOD Broadcasting Corporation, Chattanooga, Tennessee.

900 feet Andrew type 452 steatite line, 3⅛ inch, 51.5 ohm with dual spring hangers. Make us an offer. WHEN-TV, Syracuse, N. Y.

Studio control room equipment. Racks, consoles, turntables available—all RCA. Contact McCafferty, WMCA, New York City.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, crystal regrinding ,etc., fastest service—Also station am monitor service. Send for catalog. Eidson Electronic Co., Temple, Texas.

Frequency extension kit, consisting of six high pressure nitrogen condensers, rated 25,000 volts. Current rating approximately 40 ams at 2 mc. Unused in original package. Manufactured E. F. Johnson Co. Sacrifice. Harry J. Abrams, 124 L Street, N. E., Washington 2, D. C.

Western Electric, dual channel console model 25B. One of the finest broadcast consoles ever built, had very little actual use. Can be seen and inspected. Interstate Radio Supply Co., Denver, Colorado. For sale $500.00 F.O.B. Denver. Cost over $2,800 original purchase. Telephone Denver TAbor 5-5347, Mr. Swanson. First come basis.

WANTED TO BUY

Stations

Wanted to buy: Radio station in city of 20,000 or over! Write Box 793F, B•T.

All, part or lease good radio property. Owner-manager, successful operator. Box 797F, B•T.

Wanted: Radio stations in Iowa, Minnesota, Missouri. Must have solid balance sheet, be profitable operation, no blue sky. Full details first letter. Radio Incorporated, Charles City, Iowa.

Major market station in south or southwest. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Equipment

Transcription libraries purchased, any service, old or current. Box 495F, B•T.

Wanted: GE FA12B phono equalizer and am frequency monitor. Box 791F, B•T.

RF bridge, General Radio 916 or equivalent, rush description, price. Also RF generator, give description. Box 798F, B•T.

12-bay channel 8 television antenna. Box 799F, B•T.

¼kw, 1kw or 3kw fm transmitting equipment. Please send all details to Adams, Box 729, Glendale, California.

WANTED TO BUY

Equipment

Wanted: Fm transmitter 100-250 watts for operation on 94.6 megacycles to act as standby for main transmitter. Local power supply is 40 c/s. 25 c/s power supply transmitter would be suitable but would consider 60 c/s equipment for operation through rotary converter. Jamaica Broadcasting Co., Ltd., 32 Lyndhurt Road, Cross Roads P. O., Jamaica, B. W. I.

Wanted to buy 250 transmitter and studio equipment. Cash. Send information to 827 Colusa Avenue, Chico, California.

Used RCA 77D and WE 630A microphones. Frank Bartal, 1357 York Avenue, New York City 21.

All types studio and transmitting equipment (am or fm). Barry Trading Company, Lebanon, Tennessee.

INSTRUCTION

FCC license quickly — correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-B, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

FCC first class phone license preparation; beginners, radio technicians, announcers. Evenings. Monty Koffer, 743 Hendrix Street, Brooklyn 7, N. Y. CL 7-1366.

RADIO

Help Wanted

Salesmen

SALES ENGINEER

Broadcast equipment manufacturer has opening for non-traveling sales engineer in midwest home office. Sales experience not absolutely necessary but would be helpful. Technical radio background and familiarity with AM broadcast transmitters. Preferably as chief engineer of AM radio station. Please send complete resume with photo to

Box 802F, B•T

VALUABLE FRANCHISE FOR EXECUTIVE SALESMEN

Well rated concern national in scope. Advertising or intangible experience necessary. No investment or inventory. A business of your own with protected territory. Men must be of high caliber, educated, nice appearance, and experienced in calling on top management. Reference required. 95% renewal year after year. We have testimonial letters from over 80% of our customers. This is a startling new idea, but old enough to be proven. This is prestige advertising and Public Relations in its most palatable form. We are now setting up restricted territory. Our plan of pay is much better than a draw. If you can meet the requirements above and will conscientiously work for two years, your renewals will be enough to retire on. We pay you immediately although we bill customers monthly. Write RANDALL, Suite 100, BUSINESS DIGEST & FORECAST, 1724 20th St., N. W., Washington 9, D. C.

RADIO

Situations Wanted

Managerial

SOMEWHERE WEST OF LARAMIE

there's a station which needs a cost conscious, hard working manager with a top record in local sales, local news and local programming. Built present station from money loser to very profitable operation. Builds and keeps good staff. Family man age 35. Civic leader. Best of references. Six years as manager present west coast station. Earning now 10 to $12,000. Wants new challenge west coast or western state with earnings based on results. Box 803F, B•T.

SITUATION WANTED BY

Office Manager and Purchasing Director for Major Network; also handled company functions and conventions, hotel and entertainment reservations; supervised sizable staff. Top industry references including current employer.

Box 842F, B•T

Programming-Production, Others

EXPERIENCED TIMEBUYER

4 years major New York agency, handling network and national spot AM & TV. Comprehensive background in buying, estimating, budgets, preparation of client estimates, market analysis, media planning, etc. Contacts with clients, networks, other agencies and station relations. Desires stimulating position in buying or position where this background would be helpful and valuable to employer. Female. Early thirties, college graduate. Superior references.

Box 815F, B•T.

FOR SALE

TV DUAL DUMONT PICKUP UNIT

Two Image Orthicon camera chains and associated equipment. Unit has been in use for a short period of time, well maintained. For details write

Box 826F, B•T

TOWERS

RADIO—TELEVISION

Antennas—Coaxial Cable

Tower Sales & Erecting Co.

6100 N. E. Columbia Blvd.,

Portland 11, Oregon

FOR SALE

Equipment

EQUIPMENT

Blaw-Knox 385 foot self-supporting TV or FM tower, fully equipped. Also available, 50 foot Western Electric type 54-A, 8-section antenna and 10 kilowatt Western Electric transmitter. All equipment in excellent condition and priced to SELL QUICKLY at LESS THAN HALF THE REPLACEMENT COST. Will consider total package sale or individual units. Box 827F, B•T.

WANTED TO BUY

Stations

TV STATION WANTED

Management group would like to buy all or part interest in operating TV station or CP. Will deal direct or through recognized broker. All replies confidential.

Box 838F, B•T

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS

WILLIAM B. OGDEN—10th Year

1150 W. Olive Ave.

Burbank, Calif.

Reservations Necessary All Classes—

Over 1700 Successful Students

EMPLOYMENT SERVICES

PR* vs *PR

We'll match your PERSONNEL REQUIREMENTS, against the PROVEN RECORDS of qualified people.

A confidential service to Radio and TV Stations, and program producers, anywhere.

Palmer-DeMeyer (Agency)
50 E. 42nd Street, N.Y.C.
MU 2-7915
Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people.

SERVICES

HASKELL BLOOMBERG

Business Broker

RADIO AND TELEVISION

208 FAIRMOUNT STREET

LOWELL, MASSACHUSETTS

TELEPHONE GLENVIEW 5-5823

FOR THE RECORD

(Continues from page 104)

Fla., to 7-16-56; WBRC-FM Birmingham, Ala. to 7-27-56; WCBE Columbus, Ohio, to 5-1-56; KOEL Oelwein, Iowa, to 6-6-56, conditions; WBLK Clarksburg, W. Va., to 9-1-56.

Following were granted authority to operate trans. by remote control: **WEMB Erwin, Tenn.; WPAW Pawtucket, R. I.; KONG Visalia, Calif.**

March 12 Applications

ACCEPTED FOR FILING

Renewal of License

KSAC Manhattan, Kan.; WIBW Topeka, Kan.; KRHD Duncan, Okla.; KGWA Enid, Okla.; KCRB Chanute, Kan.; KOGA Ogallala, Neb.; KCWO Lawton, Okla.; WKY Oklahoma City, Okla.; KRMG Tulsa, Okla.; KLCB Libby, Mont.; KSDB-FM Manhattan, Kan.

Renewal of License Returned

WNAD-FM Norman, Okla.—Application for renewal of license returned. Incorrectly filed.

KBWL Blackwell, Okla.—Application for renewal of license returned. Incorrectly signed.

Cp

WTOB-TV Winston-Salem, N. C.—Seeks cp to replace expired cp (as mod.) which authorized new tv station.

License to Cover Cp

WAIU-FM Wabash, Ind.—Seeks license to cover cp (as mod. which authorized new fm station).

WMUZ (FM) Detroit, Mich.—Seeks license to cover cp (as mod. which authorized new fm station).

KDEN Denver, Colo.—Seeks license to cover cp (as mod.) which authorized new am station.

WORX Madison, Ind.—Seeks license to cover cp (as mod.) which authorized new am station.

WMRY New Orleans, La.—Seeks license to cover cp (as mod.) which authorized increase in power.

WSKN Saugerties, N. Y.—Granted license to cover cp (as mod.) which authorized new am station.

WJAR Providence, R. I.—Seeks license to cover cp which authorized change from DA-2 to DA-N.

License to Cover Cp Returned

WMTI (FM) Norfolk, Va.—Application for license to cover cp returned to applicant. Incorrectly signed.

Modification of Cp

WMGT (TV) North Adams, Mass.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 1.

KFBC-TV Cheyenne, Wyo.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 1.

WDUX Waupaca, Wis.—Seeks mod. of cp (as mod. which authorized new am station) for extension of completion date.

WJDM (TV) Panama City, Fla.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 21.

WXEL (TV) Cleveland, Ohio—Seeks mod. of cp (which authorized changes in facilities of existing tv station) to extend completion date to Oct. 30.

KVSO-TV Ardmore, Okla.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Oct. 15.

KPTV (TV) Portland, Ore.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Oct. 5.

WAPA-TV San Juan, Puerto Rico—Seeks mod. of cp (which authorized new tv station) to extend completion date.

KERO-TV Bakersfield, Calif.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 25.

WBUF-TV Buffalo, N. Y.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Nov. 1.

WIIC (TV) Pittsburgh, Pa.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

Remote Control

KGBX Springfield, Mo.; KDEC Decorah, Iowa; WLOI LaPorte, Ind.

March 13 Decisions

ACTIONS ON MOTIONS

By Comr. Rosel H. Hyde

Scripps-Howard Radio Inc., Knoxville, Tenn.—Granted petition for extension of time to March 16 to file answer to opposition filed by Radio Station WBIR Inc., Knoxville, on March 2, to Scripps' petition for rehearing filed Feb. 13, in ch. 10 proceeding. Action March 9.

By Chief Hearing Examiner

James D. Cunningham

Elson Television Co., Caribou, Me.-Aroostook Bcstg. Corp., Presque Isle, Me.—Granted Elson petition for dismissal without prejudice of its application (ch. 8); retained in hearing status

Aroostook application.

By Hearing Examiner Hugh B. Hutchison

Sanford A. Schafitz, Lorain, Ohio—Granted petition for leave to amend his am application by substituting new financial showing under Sec. III thereof; all exhibits to be presented in hearing on behalf of applicant will be submitted to counsel for other parties on or before March 16, and on behalf of respondents will be submitted to counsel for applicant and Commission's Broadcast Bureau on or before March 30; hearing is continued from March 6 to May 1. Action March 9.

By Hearing Examiner Thomas H. Donahue

Indiana—Issued memorandum of ruling, ordering procedures outlined in paragraph 2, as modified by paragraph 4, will be followed in am proceeding re applications of Courier-Times Inc., New Castle, Ind. and **WSLM Salem, Ind.** Action March 9.

New Castle, Ind.—With consent of all participants and on hearing examiner's own motion, ordered that transcript of proceeding of March 5, re Courier-Times Inc., New Castle, Ind., is corrected in various respects. Action March 9.

By Hearing Examiner Basil P. Cooper

Northern Indiana Broadcasters Inc., South Bend, Ind.—Granted motion for extension of time from March 6 to March 14 to file proposed findings of fact and reply findings, if filed, will be filed on or before March 26, re its am application. Action March 9.

By Hearing Examiner Hugh B. Hutchison

Pittsburgh, Pa.—Issued notice of prehearing conference on March 16 in proceeding involving applications of WWSW Inc., and Pittsburgh Radio Supply House Inc., for new tv station to operate on ch. 11 in Pittsburgh, Pa., and application of WWSW Inc., for mod. of cp of WIIC (TV). Action March 12.

March 13 Applications

Accepted for Filing

Modification of Cp

WCDL Carbondale, Pa.—Seeks mod. of cp (which authorized changed frequency, increased power, change hours of operation and make equipment changes) for extension of completion date.

WINA Charlottesville, Va.—Seeks mod. of cp (which authorized change in frequency) for extension of completion date.

KSWS-TV Roswell, N. M.—Seeks mod. of cp (which authorized changes in existing tv station) to extend completion date to Sept. 8.

Renewal of License

KIUL Garden City, Kan.; KWHW Altus, Okla.; KWCO Chickasha, Okla.

March 14 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

Supreme Bcstg. Co., Caguas, P. R.—Dismissed as moot March 1 "Petition for Withdrawal of Application" (ch. 11); application was dismissed with prejudice Feb. 23. Action March 13.

American Colonial Bcstg. Corp., Caguas, P. R.—Granted request to withdraw its petition for removal of its application from hearing docket and grant (ch. 11). Action March 13.

By Hearing Examiner H. Gifford Irion

Hazard, Ky.—Ordered that hearing re am application of Perry County Bcstg. Co., Hazard, is continued from March 14 to May 14, pending action on petitions by Hazard Bcstg. Corp., Hazard, to set aside order of chief hearing examiner which dismissed its competing application and by Broadcast Bureau to return to processing line Perry County's application. Action March 13.

By Hearing Examiner Basil P. Cooper

Oxford, Miss.—Granted petition to mod. order controlling conduct of hearing filed on behalf of each of four applicants **(WSUH Oxford, *et al*)**, and (a) all exhibits and written testimony to be offered in response to Issues 1, 2 and 3 will be exchanged on or before April 5, and (b) formal hearing shall begin April 16, and said date shall be controlling date for other matters specified in subparagraphs b. and d. of paragraph 3 of order for conduct of hearing. Action March 9.

By Hearing Examiner Herbert Sharfman

WJRT (TV) Flint, Mich.—Ordered that conference is scheduled for March 16, to consider procedure to be followed as result of Commission's March 9 action mod. issue (f), remanding proceeding to hearing examiner and reopening record for limited purpose of permitting introduction of evidence relative to **WTOM-TV Lansing, Mich.**, under issue (f) as amended, and to consider the possible setting of a date for further hearing re application of **WJRT (TV) Flint, Mich.** (ch. 12). Action March 13.

By Hearing Examiner Thomas H. Donahue

Saline, Mich.—Upon oral request by Saline Bcstg. Co., Saline, continued hearing re its am application from March 14 to March 15. Action March 13.

BROADCAST ACTIONS

By the Commission

Granted Renewal of License

Following stations were granted renewal of license on regular basis: **KGFX Pierre, S. D.; KILO Grand Forks, N. D.; KIMN Denver, Colo.; KISD Sioux Falls, S. D.; KIUP Durango, Colo.; KIYI Shelby, Mont.; KLAK Lakewood, Colo.; KLGR Redwood Falls. Minn.; KLIR Denver, Colo.; KLMO Longmont, Colo.; KLPM Minot, N. D.; KLTF Little Falls, Minn.; KLTZ Glasgow, Mont.; KMHL Marshall, Minn.; KOA-AM-FM Denver, Colo.; KOJM Havre, Mont.; KOLR Sterling, Colo.; KOPR Butte, Mont.; KORN Mitchell, S. D.; KOSI Aurora, Colo.; KOTA Rapid City, S. D.; KOVC Valley City, N. D.; KOYN Billings, Mont.; KOZY Grand Rapids, Minn.; KPRK Livingston, Mont.; KRAI Craig, Colo.; KRLN Canon City, Colo.; KUBC Montrose, Colo.; KWAT Watertown, S. D.; KBRK Brookings, S. D.; KLOV Loveland, Colo.; KTVR (TV) Denver, Colo.**

Granted Modification of Cp

KFDM-TV Beaumont, Tex.—Granted extension of time to June 30 to complete construction on ch. 6; grant is without prejudice to any action FCC may be required to take as result of decision of Court of Appeals in case of Enterprise Co. v. FCC, Case 12577, decided Dec. 29, 1955.

UPCOMING

MARCH

March 19: RAB Clinic, Billings, Mont.
March 19-22: Institute of Radio Engineers National Convention and Radio Engineering Show. Waldorf-Astoria, New York.
March 20: RAB Clinic, Minneapolis.
March 21: RAB Clinic, Milwaukee.
March 21-22: NARTB Tv Code Review Board, Ambassador Hotel, N. Y.
March 22: Kentucky Broadcasters Assn., Brown Hotel, Louisville.
March 22: RAB Clinic, Grand Rapids, Mich.
March 23: RAB Clinic, Detroit.
March 23-25: Arkansas Broadcasters Assn., Hotel Marion, Little Rock.
March 26: RAB Clinic, Tulsa, Okla.
March 26-28: Canadian Assn. of Radio & Tv Broadcasters, Royal York Hotel, Toronto.
March 29: Bureau of Broadcast Measurement, Annual Meeting, Royal York Hotel, Toronto, Canada.
March 27: RAB Clinic, Amarillo, Tex.
March 28: Board of Governors, Canadian Broadcasting Corp., Senate Building, Ottawa, Canada.
March 28: RAB Clinic, Albuquerque.
March 29: RAB Clinic, Los Angeles.

APRIL

April 2: RAB Clinic, Fresno, Calif.
April 3: RAB Clinic, San Francisco.
April 4: RAB Clinic, Portland, Ore.
April 5-7: Fifth District Adv. Federation of America (Ohio, Indiana, Kentucky, W. Va.), annual convention, St. Francis Hotel, Canton, Ohio.
April 5: RAB Clinic, Seattle.
April 6: RAB Clinic, Boise, Idaho.
April 6-7: Alabama Broadcasters Assn., Reich Hotel, Gadsden, Ala.
April 7-8: New Mexico Broadcasters Assn., Hotel La Fonda, Santa Fe.
April 9: RAB Clinic, Kansas City, Kan.
April 10: RAB Clinic, St. Louis.
April 11: RAB Clinic, Peoria, Ill.
April 11-13: Institute of Radio Engineers Seventh Region Technical Conference, Hotel Utah, Salt Lake City.
April 12-14: Southern California Adv. Agencies Assn., Oasis Hotel, Palm Springs.
April 12: RAB Clinic, Chicago.
April 13: RAB Clinic, Cleveland.
April 13-14: 10th Annual Spring Television Conference, sponsored by Cincinnati Section of the Institute of Radio Engineers, Cincinnati.
April 15-19: NARTB Annual Convention, Conrad Hilton Hotel, Chicago.
April 16-18: Alpha Epsilon Rho, national radio-tv fraternity, national convention, Columbus, Ohio.
April 23: RAB Clinic, Salt Lake City.
April 24: RAB Clinic, Denver.
April 25: RAB Clinic, Omaha, Neb.
April 26: RAB Clinic, Des Moines, Iowa.
April 26-29: American Women in Radio & Tv Convention, Hotel Somerset, Boston.
April 26-28: American Assn. of Advertising Agencies Annual Meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.
April 26-29: AWRT National Convention, Hotel Somerset, Boston.
April 27: RAB Clinic, Cedar Rapids, Iowa.
April 29-May 4: Society of Motion Picture-Television Engineers Spring Convention, Hotel Statler, New York.
April 30: RAB Clinic, Raleigh, N. C.
April 30-May 2: Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

MAY

May 1: RAB Clinic, Charlotte, N. C.
May 2: RAB Clinic, Evansville, Ind.
May 3: RAB Clinic, Indianapolis, Ind.
May 3-4: International Adv. Assn., annual convention, Hotel Roosevelt, New York.
May 4: RAB Clinic, Columbus, Ohio.
May 8: RAB Clinic, Philadelphia.
May 10: RAB Clinic, New York.
May 16-18: Pennsylvania Assn. of Broadcasters, Pocono Manor.
May 20-23: National Industrial Advertisers Assn. Annual Conference, Palmer House, Chicago.
May 21-22: Chicago Tribune Distribution and Advertising Forum, studio theatre of WGN, Chicago.
May 24-26: Armed Forces Communications & Electronics Assn. National Convention, Boston.

JUNE

June 10-13: Advertising Federation of America, National Convention, Bellevue-Stratford Hotel, Philadelphia.
June 10-13: Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alta.
June 13-14: Virginia Assn. of Broadcasters, Williamsburg Inn, Williamsburg, Va.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

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Popular Political Sport

IN AN ELECTION year politicians and bureaucrats spend much of their time searching for issues upon which they may comment in the hope of being quoted—if not to edify the public, at least to get their names and parties noticed by people who may remember them in a voting booth next fall.

An ideal issue for such purposes is one which enables the politician or bureaucrat to pose as a defender of the electorate. Whether the electorate actually needs defending is unimportant. The point is to make it feel it does.

Such an issue has been found—or, to use a better word, invented—in the commercial practices of radio and television. One of the most popular sports in Congress and some regulatory agencies at the moment is criticism of excessive or fraudulent advertising on the air.

As reported in a detailed story elsewhere in this issue, the criticism —like any sudden fad—is spreading. Some newspapers are going to exceptional lengths to circulate the anti-broadcasting comments, an endeavor that is certain to please the newspapers' Bureau of Advertising, which is conducting a vigorous anti-television campaign. Some magazines also are capitalizing on the popularity of the topic.

Unfortunately, the volume of anti-broadcasting criticism will probably swell before it wanes. In such circumstances, broadcasters cannot dismiss it. The criticism will not go away by itself.

As far as we can determine, there has been no recent rise in commercial abuses to justify the outbursts in the Congress, the FCC or FTC. Indeed abuses which were relatively prevalent several years ago have been significantly reduced. It is that kind of positive and fully supportable information that must be brought to light.

The record of radio and television as a whole can be pointed to with pride. If a few broadcasters are still taking questionable advertising, they must reform at once or risk not only their own futures but those of all their fellows.

THE SPEECH of FTC Comr. Lowell B. Mason, complaining about bait and switch advertising, confirms our belief that today's critics are looking into old files for their material.

We happen to be in a position to make that statement because Mr. Mason cited several sources that we can readily check.

"The trouble today," he said at one point, "is, as BROADCASTING magazine puts it: 'The pitchman is off the streets and in the parlor.'"

His use of "today" was unfortunate. He was quoting from a B•T article of Jan. 19, 1953, about the Charles Antell pitch which has long since been discontinued.

Further on, he quoted the titles of several editorials we carried on the subject of bait and switch advertising. He neglected to mention that the editorials appeared in the period between April and November, 1953. The situation of which we spoke then no longer exists on anything like its former scale.

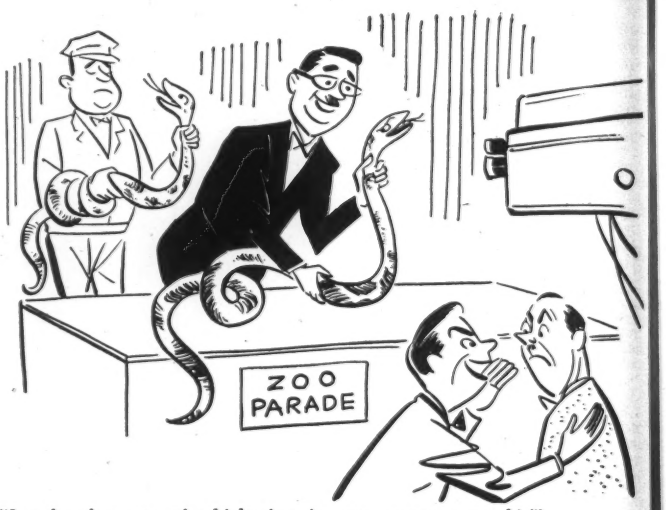
Changing Agency Patterns

A WHOLESOME, healthy attitude toward the advertising agency is being taken by the nation's leading advertisers. This was evident last week at the spring meeting of the Assn. of National Advertisers at Hot Springs, Va., where consideration necessarily was given to the changed order growing out of the government's consent decree exacted from the American Assn. of Advertising Agencies.

The advertiser recognizes the indispensability of the agency in our expanding economy. There is no apparent disposition to quibble about dollars. The accent is on the quality of the services provided by agencies going beyond the mere preparation and placement of time and space.

While the consent decree had no direct bearing upon the business of broadcasting, any changes in the method of agency-advertiser relationship inevitably will affect the buying of radio and television time and services. The ANA executives, expressing their individual opinions, recognize that henceforth the compensation paid to their agencies becomes a matter of individual negotiation. By the same token, the advertising media must be presumed to be free agents in evaluating their own pricing and agency discount structures in a free advertising economy.

There is no present indication that the traditional 15% agency commission in the broadcast field will change. It has worked out satisfactorily. Yet it was only a few years ago that some agencies complained the 15% commission in television was inadequate, because of the manpower and service required. That complaint, however, evaporated with the burgeoning of tv station population and circulation and the concomitant increase in rates and, hence, in commissionable dollars.



"I ordered a case of whisky just in case someone got bit!"

Drawn for BROADCASTING • TELECASTING by Sid Hix

Eventually, new agency compensation patterns can be expected to evolve. Paul West, ANA president, predicts no drastic changes in the foreseeable future. ANA Chairman Edwin W. Ebel, vice president of General Foods, advises: "Don't tear it down until you have something better to take its place."

The nation's broadcasters should begin to think in terms of more equitable ways of doing business in our expanding economy because both radio and television will play an increasingly dominant role in the advertising and marketing of the products of America.

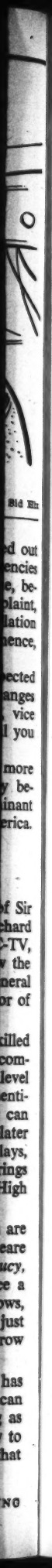
Commerce and Culture

THE REPORT of researchers that the three-hour telecast of Sir Laurence Olivier's new film version of Shakespeare's "Richard III" was seen by 40-50 million viewers was good news to NBC-TV, which had put up a whopping $500,000 for the right to show the picture before its debut in U. S. movie houses, and to General Motors, which picked up a major portion of the tab as sponsor of the special program.

More important, however, is the fact that "Richard III" killed once and for all the criticism that commercial television is all commerce and no culture, appealing only to the lowest intellectual level of the public at large. Critics who belittled "Peter Pan" as "sentimental kid stuff" can't laugh off Shakespeare so easily. Nor can they call it a once-in-a-blue-moon event, for just one week later (yesterday) television gave them another of Shakespeare's plays, "The Taming of the Shrew," and the preceding week's tv offerings included a special musical version of Maxwell Anderson's "High Tor" and George Bernard Shaw's "Caesar and Cleopatra."

There is no need to belabor the point. American telecasters are well aware that balanced programming should include Shakespeare as well as Gobel, Shaw as well as Gleason, *Omnibus* as well as *Lucy*, and they're seeing to it that it does, not once a year, or once a month, but regularly. Sure there are mysteries, and quiz shows, and lots of other programs looked down on by the highbrows, just as—let's face it—there are lots of viewers outside the highbrow class.

American television, under the free competitive system, has tackled the task of proving to the not-so-highbrows that culture can be fun, too, and that the classics are frequently as entertaining as the comics. Those who call for subscription tv as the only way to get "good" television are going to find it pretty hard to prove that toll tv could do better.



KWK-TV *continues to have the-*

SHARE

IN OVERALL AUDIENCE IN ST. LOUIS

Pulse

Jan. 1956

	MON THRU FRI SIGN-ON TO NOON	MON THRU FRI NOON TO 6 PM	SUNDAY SIGN-ON TO 6 PM	SATURDAY SIGN-ON TO 6 PM	WEEKLY AVERAGE 6 PM TO MIDNIGHT
KWK-TV	60	60	56	59	46
Station "B"	40	39	42	36	43

A R B

Jan. 1956

	MON THRU FRI SIGN-ON TO NOON	MON THRU FRI NOON TO 6 PM	SUNDAY SIGN-ON TO 6 PM	SATURDAY SIGN-ON TO 6 PM	WEEKLY AVERAGE 6 PM TO MIDNIGHT
KWK-TV	66.3	52.1	59.4	64.4	51.9
Station "B"	33.7	47.8	40.0	35.3	45.7

CBS

KWK-TV St. Louis *channel* 4

represented nationally by THE KATZ AGENCY, INC.